



**SafeBiologics**  
ALLIANCE for SAFE BIOLOGIC MEDICINES

**EuropaBio and the Alliance for Safe Biologic Medicines (ASBM)  
Launch event on the results of the EU physician survey**

**Naming, transparency and traceability for biosimilars: Does Europe need to act?**

**18 March 2014, 9h00-11h00  
Hotel Renaissance, Rue du Parnasse 19, Brussels**

Under the moderation of Emmanuel Chantelot (Shire)  
Chairman of EuropaBio's Healthcare Biotechnology Council

*Panel 1: EU physicians' surveys in Europe: how much do prescribers know?*

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**The biologics and the biosimilars accessible market in Europe:**

Per Troein  
Vice-President Strategic Partnerships, IMS Health

**Findings and key conclusions of the ASBM's physicians' survey in Europe:**

Michael Reilly  
Executive Director, Alliance for Safe Biologic Medicines (ASBM)

**A clinician's perspective on recent prescribers' surveys:**

Dr. Alessandro Armuzzi  
*Complesso Integrato Columbus* of Rome  
European Crohn's and Colitis Organisation (ECCO)

*Panel 2: The implications of the naming of biologics*

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**Reflections on International Non-proprietary Naming (INN) for biologics:**

Dr. Bruno Flamion  
University of Namur  
Past Chair of EMA's Scientific Advice Working Party and the Belgian Committee for Reimbursement of Medicines

**Patients' views on naming of biologics, including biosimilars:**

Luisa Avedano  
Chief Executive Officer, European Federation of Crohn's and ulcerative Colitis Associations (EFCCA)

**Hospital pharmacists' perspectives on International Non-proprietary Naming (INN) for biologics:**

Richard Price and David Preece  
Policy & Advocacy Officer and Research Assistant, European Association of Hospital Pharmacists (EAHP)