

**Innovative Forum:
MindXchange Between
Industry & Medical Leaders**
May 14, 2009
The Traders Hotel, Beijing, China



MEETING DATE & TIME

会议日期和时间

May 14, 2009, 10:00am – 4:00 pm

2009年5月14日，上午10点至下午4点

MEETING LOCATION

会议地点

Traders Hotel, Function Room 1&2, Level 1 - West Wing
At China World Trade Center, By Shangri-La
No 1 Jianguomenwai Avenue
Beijing 100004, China
T: (86 10) 6505 2277
F: (86 10) 6505 0838

<http://www.shangri-la.com/en/property/beijing/traders>

北京国贸饭店, 多功能厅 1、2 号厅 (西楼 1 层)
中国国际贸易中心, 香格里拉集团
建国门外大街一号, 北京, 中国, 100004

MEETING ORGANIZER

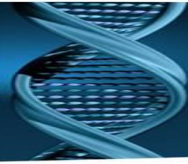
会议组织机构

VitalStrategic Research Institute (华斯泰研究所)
CCMR Organization Committee (CCMR 组织委员会)
Chinese College of Cardiovascular Physicians (中国心脏内科医师协会)
Chinese Endocrinologists Association (中国内分泌医师协会)

Funding Provided by Grants Received from (资助机构) :

Roche Pharmaceutical, China Development Center (罗氏医药公司)
Johnson & Johnson (强森医药公司)

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PROGRAM

会议议程

Morning Session:

- 10:00 – 10:30 **Meet and Greet**
Coffee and Refreshments
所有与会人员相互介绍
- 10:30 – 10:45 **Introduction and CCMR Overview**
Dr. Danyi Zhang, Chief Medical Officer, VitalStrategic Research Institute
会议目标和 CCMR 介绍
张丹仪博士，华斯泰研究所负责人
- 10:45 – 11:25 **Introduction of CCCP and Insight from Euro Heart Survey and Its Impact on Medical Practice and Healthcare in Europe and the Rest of the World**
Prof Dayi Hu, Director of Heart Center, Beijing University, People's Hospital
欧洲心血管疾病调查系列及其对欧洲及世界各地医疗实践的影响
胡大一教授，北京大学人民医院心研所主任，心脏内科医师协会主任
- 11:25 – 11:40 **Introduction of Chinese Endocrinologists Association**
中国内分泌医师协会简介
母义明教授，北京 301 医院内分泌科主任
- 11:40 – 12:10 **The Potential Impact of Healthcare Reform on Medical Practice in China**
Executive Lingzhi Kong, Deputy Director, Chronic Disease Control, MOH
中国医疗重组政策对医疗领域的深远影响
孔灵芝副局长，卫生部慢病控制局
- 12:10 – 12:30 **Global Prospective of Expanding Product Development in China**
Dr. George Chen, Vice President of Compound Development, Asia Pacific Development Center, Johnson & Johnson
在中国扩展医药研发的远景和对全球的影响
George Chen 博士，强生公司亚太地区研发中心产品研发副总裁

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Lunch Session:

12:30 – 1:30 **Power Lunch – As the Table Turns –Interactive Discussions - All Invitees**
午餐间讨论小组会

Afternoon Session:

1:30 – 2:00 **RCT vs Real World Clinical Studies – Potential Impact and Value of CCMR to Patients, Physicians, Hospitals and Industry**
随机控制以及实际临床研究的对照 – CCMR 对病人，医生，医院以及企业所将带来意义和价值
宁光教授，上海瑞金医院副院长，内分泌研究中心主任

2:00 – 2:20 **The Value of Real World Clinical Cohort Studies to Chinese Physicians**
实际预后临床数据对中国医生的作用和价值
母义明教授，北京 301 医院内分泌科主任

2:20 – 3:00 **Innovative Design of CCMR Diabetes Registry**
Prof Linon Ji, Director of Endocrinology Dept, Beijing University, People's Hospital
CCMR 前瞻性糖尿病及心血管病发症队列研究介绍
纪立农教授，北京大学人民医院内分泌系主任，内分泌代谢医师协会主任

3:00 – 3:20 **Industry Prospective on Values of Evidence Based Medicine**
Dr. Rebecca Wang, Director of Drug Safety Management, Pharma China Development Center, Roche
医药企业对循征医学地领会和运用
Rebecca Wang 博士，罗氏医药公司中国研发中医药安全管理部总监

3:20 – 4:00 **Interactive Discussions (All Invitees)**

- Network Marketing versus Evidence Based Marketing
- RCT versus Real World Clinical Studies
- Trend of Diabetes Management in China

讨论题目:

- 医药领域市场管理的过去与将来 - 以循征医学为基础与以人脉为基础的策略
- 随机双盲临床研究与实际临床预后研究之比
- 中国糖尿病诊断和治疗的发展趋势

4:00 **Conclusions and Overview**
回顾与总结