



University
of Basel

Faculty of
Medicine



Chasing the Evidence

Continuing Education Series:
Frontiers in Drug Development

Biozentrum,
Spitalstrasse 41,
4056 Basel
June 26, 2025

ECPM[®] 
European Center of Pharmaceutical Medicine

CONTINUING
EDUCATION

Under the auspices of
EUCOR, the European Campus
IFAPP, Int. Federation of Associations of Pharmaceutical Physicians
and Pharmaceutical Medicine

Accredited by SwAPP / SGPM
Recognized as PharmaTrain Centre of Excellence



Invitation

We are delighted to invite you to our latest seminar «Chasing the Evidence», where leading experts from industry, research, and policy will explore the latest breakthroughs shaping the future of healthcare.

Recent advancements have progressed the treatment of obesity and opened new opportunities in longevity research. Which discoveries truly lead to lasting change in healthcare? At the heart of these transformations lie evidence generation and technological innovations, which provide invaluable insights for market access and implementation science.

However, chasing the evidence is not a straightforward journey. The path from scientific discovery to real-world implementation is often filled with challenges. The rapid evolution of technology adds another layer of complexity, requiring researchers, industry leaders, and policymakers to continuously adapt to new methodologies and

paradigms. How can we ensure that the most promising advancements translate into practical healthcare solutions? What role does real-world data play in accelerating access to innovative treatments?

To provide a comprehensive perspective, this seminar will also feature a lecture from the venture capital perspective, offering insights into how investors assess the viability of emerging healthcare technologies and what it takes to bring groundbreaking innovations to market.

Join us as we dive into thought-provoking discussions on how emerging technologies and scientific progress are enhancing patient outcomes and redefining the healthcare landscape. This seminar offers a unique opportunity to engage with experts, gain fresh perspectives, and network with professionals committed to advancing evidence generation in pharmaceutical medicine.



A handwritten signature in black ink, appearing to read 'Thomas Szucs'.

Prof. Dr. Thomas D. Szucs
Director



A handwritten signature in black ink, appearing to read 'Annette Mollet'.

Dr. Annette Mollet
Head of Education & Training



A handwritten signature in black ink, appearing to read 'Nastazja Graff'.

Nastazja Monika Graff
Course Director

Chasing the Evidence when Innovating

June, 26, 2025

Chairperson: Melvin (Skip) Olson

08:00

Registration for external participants

How Can Pharma Amplify Product Value with Implementation Science

Melvin (Skip) Olson, Olson Strategies, Basel

Walking the Thin Line in the Drug Label

Thomas D. Szucs, ECPM, Basel

10:00 – 10:30

Coffee Break

Innovative Evidence Generation and RWE

Jilles Fermont, Novartis, Basel

EMA Perspective on Real World Evidence

TBC, EMA, Amsterdam

12:00 – 13:00

Lunch

Venture Capital Perspectives on Evidence Generation

Uzma Choudry, Freelance, Cambridge

Geriatrics and Healthy Aging

Reto Kressig, University of Basel, Basel

14:30 – 14:45

Coffee Break

The Challenges of Evidence Generation in Tech and Healthcare

Constantin Landers, NVIDIA, Zurich

The Science and Impact of Obesity Drugs

Giles Yeo (MBE), University of Cambridge, Cambridge

About Frontiers in Drug Development Seminars

ECPM offers one day seminars on new trends and developments in drug development science. These seminars provide the opportunity to integrate work and further education, to discuss with experts face-to-face and to build an international network. They take place on the fourth day of each of the six modules of the ECPM Diploma Course and are mandatory for students taking the Diploma Course. Additionally they are open to our alumni and other interested scientists and can be booked separately.

Learning objectives

- Examine recent breakthroughs in obesity treatment and longevity research and their potential impact on healthcare.
- Analyse the interplay between real-world data, implementation science, and integrated evidence generation in driving innovation.
- Evaluate the complexities of moving from clinical research to real-world healthcare settings.

Date and Venue

Thursday, June 26, 2025

University of Basel, Biozentrum, Spitalstrasse 41,
4056 Basel, Switzerland

Registration

Via our homepage www.ecpm.ch or
www.ecpm.ch/frontiers-in-drug-development-s6
Deadline for registration: June 16, 2025

Credits

Six workshops over a period of two years, which equal 1 ECTS credit. Accredited as continuing education with eight credits by the Swiss Society of Pharmaceutical Medicine (SGPM) and the Swiss Society of Pharmaceutical Professionals (SwAPP).

Fee

Course fee including certificate and electronic course material is CHF 580 for ECPM Alumni and CHF 480 for SwAPP/SGPM members. A reduced fee of CHF 210 applies to participants from academia and nonprofit organizations.

After registration you will receive an invoice. For short notice registration, please send a copy of the money transfer to ecpm@unibas.ch

Cancellation Policy

Refund of fees, less 30 % administrative charges will be given if cancellations are received in written format (ecpm@unibas.ch) by June 16, 2025. After this date no refund can be given for cancellations. Speakers are subject to change without notice.

Seminar Organizer

This seminar is organized by the European Center of Pharmaceutical Medicine.

Educating Talents since 1460.

University of Basel
ECPM
Institute of Pharmaceutical Medicine
Klingelbergstrasse 61
4056 Basel
Switzerland

www.ecpm.ch

