

## 2<sup>nd</sup> INTERNATIONAL CONFERENCE THE PHARMACEUTICAL LIFE CYCLE

INTERDISCIPLINARY PERSPECTIVES  
ON DIVERSITY AND COMPLEXITY



**October 14–17, 2007**

**Mount Royal Centre, Montreal, Canada**

[http://www.2congresmedicaments.geirso.uqam.ca/index\\_en.asp](http://www.2congresmedicaments.geirso.uqam.ca/index_en.asp)

**PLEASE CIRCULATE**

The GEIRSO team at the University of Quebec in Montreal is pleased to invite you to submit proposals for papers for the 2<sup>nd</sup> International Conference on The Pharmaceutical Life Cycle: Interdisciplinary Perspectives on Diversity and Complexity to be held in Montreal at the Mount Royal Centre from October 14 to 17, 2007.

The conference is intended for researchers, professionals and senior management from the healthcare and research networks. This second conference will provide a unique opportunity to:

- Present papers on the dynamics of the cycle;
- Open up new perspectives through the exploration of themes dealing with the pathway of medication from development to consumption and how it is monitored, particularly in terms of the possible relationships between themes;
- Stimulate exchanges on the basis of the local interests and projects developed by groups of researchers that will be the subject of presentations at the conference;
- Provide a platform for exchanges between researchers from biomedical- and social-science disciplines in order to consolidate interdisciplinary perspectives;
- Foster an ongoing dialogue between researchers, professional body representatives and communities of practice.

**CONFERENCE SPEAKERS :**

**John Abraham**

Professor of Sociology, University of Sussex, United Kingdom.

**Bernard Bégaud**

Clinical pharmacologist in Life Sciences, Health Sciences, Social Studies, and President, Victor Segalen University, Bordeaux 2, France.

**Richard Béliveau**

Director, Molecular Medicine Laboratory, Sainte-Justine Hospital and UQAM, Canada.

**Jorge Alberto Costa e Silva**

Professor of Psychiatry, New York University, Director, International Center for Mental Health Policy and Research, United States.

**Pierre-Yves Crémieux**

Managing Principal, Analysis Group, United States; Professor, Department of Economics, UQAM, Canada.

**Silvio Garattini**

M.D. Professor of Pharmacology and Chemotherapy, University of Milan; founder and director, Mario Negri Institute, Milan; founder, European Organisation for Research and Treatment of Cancer (EORTC), Italy.

**Pavel Hamet**

Professor, Faculty of Medicine, University of Montreal, Canada Research Chair in Predictive Genomics, Canada; Chief of Gene Medicine Services, CHUM Research Centre.

**David Healy**

Psychiatrist, researcher and director, Psychology Department, University Hospital of Wales, United Kingdom.

**Claude Jasmin**

Professor of Medical Oncology, University of Paris-Sud; Member, French Government Cancer Plan, France.

**Claude Le Pen**

Professor and Health Economist, University of Paris-Dauphine, France.

**Gilles-Éric Séralini**

Professor of Molecular Biology (specializing in GMO), University of Caen, France.

Interested individuals are invited to submit proposals related to the following themes:

## **1. The many bodies of knowledge involved in medical drugs (Drug-development issues)**

### ***1.1 The diversity of research: from biology to the humanities and social sciences***

(e.g.: clinical trials, impact of biomolecular research – phytotherapy, nutraceuticals – epidemiological cycle – from the animal cycle to the human cycle: biomolecular research and clinical research – pharmacogenomics – basic research in molecular biology).

### ***1.2 Common-sense knowledge in the age of globalization***

(e.g.: professional roles and representations – social representations of drugs in health – selling one's image – social groups, their practices and representations – bioethics – historical aspects of drug development – media coverage and advertising of drugs).

## **2. Diversity and risk in drug-related issues (Questions of regulation over the course of The Pharmaceutical Life Cycle)**

### ***2.1 Communication systems and strategies: status and relationship***

(e.g.: critical group, example of the journal *Prescrire* – drug education – circulation of information – communications strategy in The Pharmaceutical Life Cycle: relations of patients, physicians, pharmacists, and others – repercussions of crises: event, crisis, break, continuity from the biological to the social – new information technologies related to drugs).

### ***2.2 Regulation: economic, ethical and political issues***

(e. g.: strategies of governmental political actors and strategies of marketing – drugs, law, risk, and legal disputes – population-based responsibility and medical drugs – biopharmaceutical innovation – marketing – social responsibility – management and administration of drugs in healthcare settings – linkage between drug accessibility and the relationship of different societies to drugs – monitoring drugs: pharmacovigilance, pharmacosurveillance and governance with regard to side effects and misuse of drugs – effects of drugs on the environment – new issues: counterfeiting, insurance, etc.).

## **3. The multiplicity of use of medical drugs (Drug-consumption issues)**

### ***3.1 Culture shock***

(e. g.: doping – drug dependency – internationalization, globalization and globalized cycle).

### ***3.2 Medical-drug pluralism***

(e. g.: psychiatry from drugs to psychotherapy, mental health – medical-drug pluralism, culture – optimal use of drugs – alternative treatments – crime – changes of practice).

### ***3.3 From prescription to self-medication***

(e. g.: compliance – individual and collective efforts to appropriate one's own health – hospital settings and drugs – placebo effect).

The scientific committee will also welcome papers on topics other than those cited.

## INSTRUCTIONS FOR SUBMITTING A PROPOSAL:

Detailed instructions for submitting a proposal are available online at:  
[http://www.2congresmedicaments.geirso.uqam.ca/documents/en\\_politiques\\_publication.pdf](http://www.2congresmedicaments.geirso.uqam.ca/documents/en_politiques_publication.pdf)

### IMPORTANT DATES:

Deadline for submission: **May 18, 2007**

Deadline for receiving confirmation of acceptance: **June 15, 2007**

Deadline for registration at early-bird rate: **June 1, 2007**

**All presenters must be duly registered for the Conference. Online registration will be available as of February 2007.**

Please send your proposal (preferably by email) to:

GEIRSO  
Organizing Committee  
University of Quebec in Montreal (UQAM)  
Pavillon Hubert-Aquin, Local A-1445  
P.O. Box 8888, Centre-Ville Station  
Montreal QC H3C 3P8  
Telephone: (514) 987-0379  
Fax: (514) 987-6733  
Email: [geirso@uqam.ca](mailto:geirso@uqam.ca)

### *Conference Chair:*

#### **Catherine Garnier**

Manager (Study Group on Interdisciplinarity and Social Representations) **GEIRSO**, Faculty of Social Studies,

Manager, **Collaborative Research program on The Pharmaceutical Life Cycle**, SSHRC Major Initiative, Canada.

### *Vice-chairs*

#### **Omer Boudreau**

Director General of the Therapeutic Products Directorate, **Health Canada**

#### **Bernard Bégaud**

President of **Victor Segalen University**, Bordeaux 2; Pharmaco-epidemiology and evaluation of the impact of healthcare products on population health, Life Sciences, Health Sciences, Social Studies, France

#### **Pavel Hamet**

Professor of Medicine, University of Montreal; Chief of Gene Medicine Services at the **CHUM Research Centre**, Canada

#### **André Jacques**

Director of the Practice Enhancement Division, **Quebec College of Physicians**, Canada

#### **Vittorio A. Sironi**

Professor of Medicine and Health History; Researcher in Neurosurgery and Neuroscience, **University of Milano Bicocca**, Italy