

# BBS Seminar to be held on 21 July 2011:

**BBS**  
Basler Biometric Section

*Quantitative Benefit-Risk:  
What Matter to Whom and How?  
- Getting the Values and Weights Right*

## Date/time & Location:

Thursday, 21 July 2011 from 13:00-17:30,  
Bildungszentrum 21  
Missionsstrasse 21  
4003 Basel

## AGENDA

- 13:00-13:15 WELCOME AND ANNOUNCEMENTS**  
Fred Sorenson, BBS Treasurer, Switzerland
- 13:15-13:30 INTRODUCTION**  
Jürgen Kübler, Novartis, Switzerland
- 13:30-14:15 John Ferguson** (Novartis Vaccines and  
Diagnostics, USA):  
*Structured Benefit-Risk Optimization (BRO):  
A Framework Quantitative Decision Support Tools*
- 14:15-15:00 Gordon Francis** (Novartis Pharma, USA):  
*Clinical Perspective on Benefit-Risk Assessments*
- 15:00-15:30** Coffee break
- 15:30-16:15 Lawrence Phillips** (The London School of Economics and Political Science,  
UK):  
*Quantitative Benefit-Risk: Determining Values & Assessing Weights*
- 16:15-17:00 Andrea Beyer** (University Medical Center Groningen, Netherlands):  
*Beyond the Probability of Risk: Measuring Perception, Preferences and Values  
for Health States*
- 17:00-17:30** Panel Discussion and Concluding Remarks
- 17:30** END OF SEMINAR / ADJOURN

