

## OPENING CEREMONY

**8:30 - 8:40** **Opening words** | Dr Rina Irene Fermont, MD, ISOP ISRAEL Chairman, IL

**8:40 - 9:10** **KEY NOTE LECTURE | Multidisciplinarity is the future of Pharmacovigilance: FDA and EMA perspective.**  
Prof. Hervé Le Louet, President of CIOMS (EU) and Peter Pitts, President of Center for Medicine in Public Interest (USA)

## SETTING THE STAGE | Chairs: Prof Mati Berkovitch and Dr Ayalah Livneh

**9:10 - 9:25** **The cost of medication error: What are the different models to measure medication error? Is there a conflict of interest between all stakeholders?**

Dr. Shai Moshel, Head of Health Technologies Assessment at Meuhedet Health Fund, IL

**9:25 - 9:40** **EMA guidance on medication errors and the use of EudraVigilance in assessing medication errors associated with adverse drug reactions.**

Dr. Calin Lungu, CEO, Drug Development Consulting Services SA and Senior Trainer Eudravigilance, European Medicine Agency, LU

## ISMP | INSTITUTE FOR SAFE MEDICATION PRACTICES

**9:40 - 10:00** **KEY NOTE LECTURE | ISMP 28 years of experience in preventing medication errors.**  
Prof. Ronald Litman, Pediatric Anesthesia, University of Pennsylvania & ISMP Medical Director, FDA Advising Committee, USA

**10:00 - 10:25** *Coffee break*

## RISK COMMUNICATION | Chair: Prof. Nick Sevdalis

**10:30 - 11:00** **KEYNOTE LECTURE Communication principles in drug safety and how to measure impact of communication campaigns.**

Prof Nick Sevdalis, Director Implementation Sciences and Patient Safety, King's College London, UK

**11:00 - 11:20** **THE OPIOID CRISIS: Review of the international campaigns on opioids and their impact; predictive risk factors from a Canadian study.**

Prof. Yola Moride, University of Montreal, CA

**11:20 - 11:35** **"Talk before you take": a BeMedWise campaign by the US National Council on Patient Information and Education (USA) - partnership with ISOP ISRAEL.**

Dr. Rina Irene Fermont, ISOP ISRAEL Chairman, IL

## INDUSTRY'S ANGLE: RISK MANAGEMENT PLAN | Chairs: Dr. Deborah Szafir and Pascal Grin

**11:40 - 11:55** **Pharmacovigilance must reinvent itself through a transversal approach including all stakeholders.**  
Dr. Deborah Szafir, Head International Quality, Regulatory, Vigilances, Medical Information, Pierre Fabre, FR

**11:55 - 12:10** **Patient Safety through Personalized Medicine and Innovation**  
Dr. Jacques Baer, Director Regulatory Affairs and Pharmacovigilance, Roche Israel

**12:10- 12:25** **Comparison of signals detected both in Social Media and in VigiBase spontaneous reporting system**  
Dr. Natalie Gavrielov, Data2Life IL & Sanofi FR-US (IL)

**12:25 - 13:50** *Lunch and Poster session*

## ARTIFICIAL INTELLIGENCE (AI) AND IT : SOLUTIONS FOR THE FUTURE | Chairs: Dr. Batami Sadan and Dr. Limor Epstein

**13:45 - 13:55** **The Economics of the Connected Patient.**  
Dr. Batami Sadan, Co-founder, Director Vaica Medical, IL

**13:55 - 14:05** **AI driven Real World Evidence - the value and practical use for drug safety management.**  
Dr. Limor Epstein, Founder Data2Life, IL

- 14:05 - 14:15** **Smart packaging for a safe use of medicines.**  
Kobi Bentkovski, CEO Water-io, IL
- 14:15 - 14:25** **AI powered solution for local literature monitoring.**  
Dr. Polina Dombure, Inpharmatis Board, LV
- 14:25 - 14:35** **Patient empowerment can prevent medication errors.**  
Tal Givoly, CEO Medivizor, IL

**14:35 - 15:00** *Coffee break*

**HOSPITAL'S ANGLE | Chair: Dr. Eyal Zimlichman**

- 15:00 - 15:20** **KEYNOTE LECTURE : Return on investment in medication error prevention.**  
Dr. Eyal Zimlichman, Chief Medical Officer, and Chief Innovation Officer, Sheba-Tel Hashomer Medical Center, IL
- 15:20 - 15:35** **Computerized drug alerts for electronic prescriptions: Sheba medical centre experience: do we need the doctor?**  
Prof. Ronen Loebstein, Director Clinical Pharmacology and Toxicology, Sheba-Tel Hashomer MC, IL
- 15:35 - 15:50** **Preventing Prescription errors with AI solutions**  
Dr. Gidi Stein, CEO Medaware, IL
- 16:05- 16:20** **IHI Trigger tool to detect Adverse Drug Reactions in electronic Medical Records.**  
Dr. Itai Gueta, Sheba-Tel Hashomer MC, IL
- 15:50 - 16:05** **Role of risk management units at medical organizations in pharmacovigilance.**  
Dr. Ophir Lavon, Director Clinical Pharmacology and Risk Management Carmel Medical Center , IL

**AUDIENCE TO PANEL : TALKING ABOUT ERRORS | Chair Prof. Ronald Litman**

- 16:20 - 16:50** **What are the brakes for a culture of transparency and safety: Insurance, legal issues?**  
Dana Arad (Ministry of Health, Patient Safety), Dr. Carmil Hazan (Clinical Pharmacology Herzliya MC, Prof. Nick Sevdalis (King's College London)

**SAFETY IN SPECIAL POPULATIONS** | Chairs: Dr. Ilan Matok and Dr. Lee Goldstein

- 8:30 - 8:45** **Motherisk: Preventing Medication Errors in Pregnancy - Affecting Two Patients (or more).**  
Prof. Gideon Koren, Maccabi Institute of Research and Innovation, Director, The Motherisk Israel Program, IL
- 8:45 - 9:00** **Pediatric Pharmacovigilance in The Real World: The Ondansetron Case.**  
Prof. Yaron Finkelstein, Pediatrics and Pharmacology, University of Toronto and Sick Kids Hospital, CA
- 9:00 - 9:15** **Polypharmacy in Elderly Patients: A National Campaign in Israel.**  
Prof. Elliot Berry, Hebrew University of Jerusalem and Ministry of Health IL

**SAFETY OF BIOPHARMACEUTICALS**

- 9:15 - 9:45** **KEY NOTE LECTURE | Biologicals/Biosimilars: An Update.**  
Prof. Herve Le Louet, Conference Chairman, President of CIOMS, FR
- 9:45 - 10:15** **INSTITUTIONAL PANEL | Overcoming Gaps Towards International Standards**  
**Moderator: Eilit Rafael, Adv**  
Prof. Mati Berkovitch (Head Clinical Pharmacology Assaf Harofe MC), Shmulik Ben Yakov (President Association for Patients Rights), Dr. Lea Wapner (Israeli Medical Association), Dr. Myriam Cohen Kendli, Ministry of Health, Dr. Lee Goldstein. President Clinical Pharmacologists Association. Clinical Pharmacology Afual Medical Center.
- 10:15 - 10:35** **Coffee break | Poster Session**

**NEW TOOLS FOR ANTITHROMBOTICS MANAGEMENT**
**ISOP ISRAEL MULTIDISCIPLINARY STRATEGY** | Chairs: Prof. Ronald Litman and Dr. Rina -Irene Fermont

- 10:35 - 10:50** **ISMP 2017 Self-assessment Tools for Antithrombotics: Quality, Research and Education Screening the Gaps, Coordinating Stakeholders**  
Prof. Ronald Litman, University Pennsylvania, and ISMP Medical Director, FDA Advisory Committee, USA
- 10:50 - 11:05** **One Year of ISMP Self-Assessment Use in Hospital Mayanei Hayoshua Medical Centre.**  
Dr. Guila Lion, Deputy Director Pharmacy, Maayaney Hayoshua MC, IL;  
Dr. Igor Zaikin, Hebrew University of Jerusalem, IL.
- 11:05 - 11:20** **Carmel Medical Centre Experience.**  
Dr. Ophir Lavon, Head Pharmacology and Toxicology, Carmel Hospital, IL
- 11:20 - 11:35** **Organisation of a National Campaign in High Alert Medication in Community-Based Chain of Pharmacies "Superpharm".**  
Dr. Alina Amitai, President PSI (Pharmaceutical Society of Israel), Meir Medical Centre, IL.

**MANAGING PATIENTS STEP BY STEP: PRACTICES AND GAPS** | Chairs: Prof. Mordechai Muszkat and Dr. Ophir Lavon

- 11:35 - 11:50** **Appropriateness of Direct Oral Anticoagulant Dosing and its Relation to Drug Levels in Atrial Fibrillation Patients.**  
Dr. Bruria Hirsh Raccach, Hadassah MC, IL.
- 11:50 - 12:05** **Prescribers Tools: How Much Used? By Whom? Hospital and Community?**  
Prof. Mordechai Muszkat, Hadassah Medical Center, IL.
- 12:05 - 12:20** **The General Practitioner on the Front Line: Link with Hospital and Follow Up.**  
Dr. Mohammed Morad, Ben Gurion University, IL.
- 12:35 - 12:50** **Stewardship on Anticoagulants: Hadassah Experience.**  
Dr. Amichay Perlman, Hadassah, IL.

**12:50 - 14:20** **Lunch and Poster session**

**PATIENT'S ANGLE: RIGHT FOR TRANSPARENCY** | Chairs: Prof. Gideon Koren and Prof. Mati Berkovitch

14:20 - 14:35

**The Ingredients to Establish a Safety Culture.**

Prof. Gideon Koren, Director Motherisk Program Israel.

14:35 - 14:50

**The GP in the Social Journey to Heal Medicine.**

Dr. Aviva Elad, Founder of Cure the Medicine, IL.

14:50 - 15:05

**The National Program for Quality Indicators in Community Healthcare (QICH): Structure, Process and Outcome. A Focus on the Use of Antibiotics.**

Dr. Michal Krieger, Public Health University of Jerusalem.IL

15:05 - 15:20

**Mechanism to Have a Quick and Full Access to Medical Record.**

Dr. Hesh Hershman, Forensic Medicine, IL.

15:20 - 15:35

**To Be a Whistle-Blower.**

Dr. Gil Mileikowsky, Founder Alliance for Patient Safety, USA, IL.

**WRAP UP: ISOP ISRAEL IMPACT** | Chair: Prof. Hervé Le Louet

15:40 - 16:30

Prof. Ron Litman, Prof. Mati Berkovitch, Prof. Nick Sevdalis, Dr. Rina-Irene Fermont.

**Symposium Closing Words**