

DIAGNOSIS AND THERAPY: A LOOK INTO THE FUTURE



16 October 2019, 2.30 pm – 4.00 pm
TRIESTE - MAGAZZINO MOLO IV – SALA MEDITERRANEA

INTRODUCTION

Fulvio Uggeri - Head of Global Innovation & Technical Operations, Bracco Imaging

Inside out: how Bracco improves diagnosis and patient management with imaging contrast agents

Luisa Poggi – R&D Strategic Projects Leader, Bracco Imaging

The "Molecular Path" to prevention, diagnosis and treatment: the CDI model
Lucy Costantino – Laboratory Manager, Molecular Biology, CDI - Diagnostic Center

Predictive Imaging at CDI: RADIOMICS and Deep Trace Project
Sergio Papa – Director of Diagnostic and Radiosurgery Department, CDI - Diagnostic Center

Isabella Castiglioni - Professor of Health Physics, Milano Bicocca University.

Beyond Imaging: Improving patients outcome
Stefan Schorling – Chief Operating Officer SurgVision, Bracco Imaging

Embracing "Open Innovation": Bracco explores the future of medical diagnostics
Alessandro Maiocchi – Bracco Innovation Hub Director

CONCLUSION

Diana Bracco - President and CEO Bracco Group

For information please contact: francesca.cerca@bracco.com – Ph 0039.022177 2326



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For too long, the role of diagnostics has been underestimated, favoring the healing aspect as the crucial moment of a patient's treatment. In the last fifteen years, however, we have seen a gradual paradigm shift that has granted prevention and diagnostics an increasingly important role in the governance of advanced countries' health care policies.

It is now evident that preventive diagnostics means ensuring, together with more effective and personalized care, an ever-improved quality of life for patients. If prevention means applying healthy lifestyles in a sustainable environment, performing a successful diagnosis means knowing how to best integrate all of the available tools for the most effective interpretation of data. Radiomics is one such example.

The Bracco Group has accepted the challenge, putting research projects capable of delivering concrete answers into play. On 16 October, 2019, at the Meet in Italy for Life Sciences in Trieste, Bracco will present these projects at the workshop "The future of diagnosis and therapy".



LIFE FROM INSIDE