



MEMORANDUM of UNDERSTANDING

between

**EUROPEAN ASSOCIATION FOR PREDICTIVE, PREVENTIVE & PERSONALISED
MEDICINE (EPMA)**

and

**EUROPEAN, MIDDLE-EASTERN AND AFRICAN SOCIETY FOR BIOPRESERVATION
AND BIOBANKING (ESBB)**

**The mission of the 'EUROPEAN ASSOCIATION FOR PREDICTIVE, PREVENTIVE &
PERSONALISED MEDICINE' (EPMA)**

The decisive progress in the current healthcare can be achieved by well-coordinated fulfilment of the following components that are crucial for the practical realisation of the new philosophy of predictive, preventive and personalised medicine in advanced healthcare:

- Adequate investment creating novel technologies
- Development of non- or minimally-invasive diagnostic tools
- Well-organised process for exchange and transfer of knowledge among biomedical research entities and biotechnological industries for production of the advanced diagnostic tools and laboratory tests
- Quality assurance through the introduction of international standards for technological tools and devices, patenting and licenses
- Correct professional education in terms of the application of biotechnological high-tech in medicine

- Intelligent political regulations in the healthcare sector— introduction of the obligatory guidelines and clear regulations for the health insurance industry to ensure patients' needs are met
- Measures to ensure confidentiality of patient information and personal databank
- Distribution of relevant information among healthcare professionals and users.

These coordinated measures should be focused on solving the accumulating problems in healthcare and the increasing, concomitant economical burden that societies face across the globe. The mission of the European Coordinator in this field is performed by the 'European Association for Predictive, Preventive and Personalised Medicine' (EPMA).

Following objectives are outlined:

- Raising awareness and recognition of **Predictive, Preventive and Personalised Medicine (PPPM)** throughout all member-countries of the European Union and Associated countries
- Providing and disseminating accurate and up-to-date information and educational materials on predictive & personalised medicine and targeted preventive measures
- Encouraging the adequate allocation of resources for predictive, preventive and personalised medicine;
- Encouraging and suggesting advanced programmes for personalised patient diagnosis and treatment
- Promoting high-quality research focussed on predictive diagnostics and personalised patient treatment

- Promoting the standardisation of bio-analytical technologies for predictive pre-clinical and clinical applications
- Consolidating professionals for effective European Network in predictive, preventive and personalised medicine
- Coordinating multidisciplinary efforts in predictive, preventive, and personalised medicine
- Having an advisory role in issue-related inter / national projects as the official European Representative of predictive, preventive and personalised medicine
- Contributing to creation of Guidelines in European healthcare with the accentuated role of prediction, prevention and personalised patient treatment in favour of improved life-quality of the European population.

According to the above listed objectives, EPMA is the umbrella-organisation in relationship to the ESBB for common efforts in the predictive diagnostics, targeted preventive measures and personalised patient treatment in the European healthcare and in global scale. Hereby, one of the central activities in the overall PPPM-objectives is the ethically correct and technologically excellent Bio-Preservation and Bio-Banking, which ESBB is focused on including the central aspects of potential clinical application, improvement and standardisation of procedure for all stakeholders involved. Therefore, the development of professional synergies between EPMA as the umbrella-organisation and ESBB as the part of the organisation taking care of Bio-Preservation and Bio-Banking will obviously lead to much progress in the PPPM generally and, in particular, strengthen the role of the issue-related European Network. Considering these clear strategic benefits, both EPMA and ESBB agree to collaborate for the above objectives.

EPMA AND ESBB AGREE ON THE FOLLOWING COLLABORATION:

1. According to the above listed objectives, EPMA is the umbrella-organisation in relationship to the ESBB for common efforts in the predictive diagnostics, targeted preventive measures and personalised patient treatment in Europe and beyond.

2. Bio-preservation and bio-banking are the focus of ESBB which have a central task in the development and practice of PPPM, since they must be performed to the highest standards in order for clinical samples to yield informative data that will guide patient care.

3. The development of professional synergies between EPMA as the umbrella organisation covering the whole of PPPM and ESBB as the organisation focussed specifically on bio-preservation and bio-banking will clearly be a very beneficial and productive partnership.

4. ESBB will work in synergy with EPMA towards the achievements of the objectives as given above, in particular:

- Promoting high-quality research focussed on predictive diagnostics and personalised patient treatment
- Promoting the standardisation of bio-analytical technologies for predictive pre-clinical and clinical applications

5. Further examples of collaboration will include:

- An exchange of board representatives between EPMA and ESBB
- A reciprocal marketing exchange between the two organisations.

- EPMA provision of the necessary legal umbrella for ESBB initiatives, eg. grant proposals.
- ESBB supports for EPMA meetings and the EPMA journal in the domain of bio-preservation and bio-banking.

Vincenzo Costigliola	Pasquale De Blasio
PRESIDENT OF EPMA	PRESIDENT OF ESBB
Brussels, December 17 th 2010	

EUROPEAN, MIDDLE-EASTERN AND AFRICAN SOCIETY FOR BIOPRESERVATION AND BIOBANKING (ESBB)

The mission of the 'EUROPEAN ASSOCIATION FOR PREDICTIVE, PREVENTIVE & PERSONALISED MEDICINE' (EPMA)

The decisive progress in the current healthcare can be achieved by well-coordinated fulfilment of the following components that are crucial for the practical realisation of the new philosophy of predictive, preventive and personalised medicine in advanced healthcare:

- Adequate investment creating novel technologies
- Development of non- or minimally-invasive diagnostic tools
- Well-organised process for exchange and transfer of knowledge among biomedical research entities and biotechnological industries for production of the advanced diagnostic tools and laboratory tests
- Quality assurance through the introduction of international standards for technological tools and devices, patenting and biosores
- Correct professional education in terms of the application of biotechnological high-tech in medicine