**AstraZeneca Congress Roundup**

Congress season is always a busy and important time for us at AstraZeneca and this year has been no exception!

First, we had ATS (American Thoracic society) in Washington DC on the 19th May, followed by ASCO (American Society of Clinical Oncology) in Chicago on the 2nd June and finally ADA (American Diabetes Association) in San Diego on the 8th June.

All three conferences have been a great success for AstraZeneca, with many new developments emerging from the three events. Below are some of the highlights and key findings:-

**ATS 2017**

The ATS International Conference brings together pulmonary, critical care, and sleep professionals from around the globe.

There were five main events including advisory boards and a healthy lung workshop.

We attended the advisory board regarding the use of ICS/SABA in patients with COPD, chaired by Prof. Guy Brusselle from Belgium.

The advisory board discussed issues such as using INCONTROL 1 data to identify which COPD patients would benefit the most from the use of ICS/SABA. It also discussed how blood eosinophil levels are being used in the COPD population in the different countries.

The data from INCONTROL 1 was well received and it found that use of blood eosinophil levels as a biomarker together with the clinical features may be a good predictor of treatment response to ICS.

It concluded that the respiratory community is still reluctant to use biomarkers unlike cardiologists and that educational activities on the correct treatment for COPD are more focused on specialists, and less on GPs.

We also attended the advisory board regarding the overuse of SABA/underuse of ICS in asthma patients, chaired by Prof. Helen Reddel, Australia.

One of the key findings was an overuse and overreliance on Short Acting Beta Agonists (SABA) and an underuse of Inhaled Cortico Steroid use (ICS) across all participating countries.

Reasons for the overuse of SABA included patients following instructions of HCPs, and that HCPs may not be asking patients the correct usage questions. When the correct diagnosis of asthma has been made, most patients are treated with ICS/SABA as it is easier to prescribe and stepping down to only ICS is not happening in all countries.

We then attended the International RIA Cross Functional meeting, or healthy lung workshop. This was jointly chaired by Prof. Mark Fitzgerald and Abbe Steel CEO of HealthiVibe.

The objective of the workshop was to share success cases and to pilot ways to revolutionize the standard of care for patients with lung disease in the emerging markets.

Prof Mark Fitzgerald discussed how people are aware of heart attack risks and are willing to manage them with daily meds (statins, anti-hypertensives, etc.), but don’t want to use maintenance MDIs, resulting in an overuse of SABA.

He added that access to spirometry is still dire and improving access would have a significant benefit to diagnosis. He concluded that we need to help patients understand what is needed to avoid “lung attack.”

Abbe Steel talked through case examples from AstraZeneca on topics such as iPredict, Lupus Advisory Boards, Alzheimer’s Disease caregivers and Psoriasis focus groups.

She recommended that we should tap into colleagues cross pharma, and share ideas with Lynn Hagger (PaCe, GMD) via the patient centricity portal.

We also attended the Talent Development Forum presented by Tom Keith Roach, VP at Respiratory. Here GPPS leaders could meet key international MC commercial and medical leaders and discuss the future leadership capabilities needed within the organization. The international MCs also discussed Benralizumab launch plans and the GPPS team were impressed with the enthusiasm and preparation by the International MCs for the upcoming Q2 & Q3 `18 launches.

**ASCO 2017**

The Annual ASCO (American Society of Clinical Oncology) conference brings together more than 30,000 oncology professionals from around the world.

There were three main events including a “meet with an expert” dinner and the international medical and commercial meeting.

The International Immuno-Oncology Steering Committee (IIOSC) meeting included professionals from across the globe. The AstraZeneca delegates included Karin Otter, Medical Director, Korea, Paulo Andre Miranda, Sr. Global Medical Affairs Leader, Matthew Britland, Sr. Medical Manager, Anthony Vo, Diagnostics Director, International, Le Tri Phuong, Medical Director, Vietnam, Jerry Chen, Diagnostics Lead, Taiwan, Vera Karaseva, Head of Medical Affairs, Russia, and Sun Min Oh, Associate Medical Director, Korea.

Here we could share updates regarding AstraZeneca’s strategy for Immuno-Oncology, Evidence Generation, irAE management, Education and Diagnostics.

There was some excellent feedback including from Prof. Larisa Bolotina from Russia who said: -

*“Very important AZ IO topics were discussed in the frame of the International Steering Committee. It is a good approach to optimize the company’s efforts on innovative medicine introduction into the clinical practice.’*

The “meet the expert” dinner chaired by Professor Clare Scott included informal discussions on the role of BRCA in gynecologically cancers, as well as the impact of BRCA testing and HRD-targeting agents in Ovarian Cancer. Once again, we there was some fantastic feedback. Dr Jose Acevedo from Mexico said: -

*“It was great: there was discussion and interpretation of OlympiAD data by authors, opportunity to interact with Prof Scott and share experience with experts across the globe.”*

We also attended the International Medical & Commercial meeting. The attendees came from GMD, International Region, Asia Area, Brazil, Russia, LatAm and MEA and discussed the alignment in medical priorities in EGFR, HRD and IO and how to share best practice in these areas.

**ADA 2017**

The American Diabetes Association annual conference addresses Medical, Health, Nutrition, Metabolic Diseases, Diabetes, Endocrinology and Type 2 Diabetes and is attended by over 16000 professionals from across the globe.

The events included the International Medical and Commercial meeting, and the international centre of excellence.

The International Medical & Commercial meeting was chaired by Filip Surmont, Diabetes Medical Director of International and Sabine Bender, Diabetes Brand Director of International. The meeting attempted to build a community and facilitate longer-term conversations amongst the members.

We also attended the CVD Real International Scientific Expert Forum and were represented by Alejandra Silva, Diabetes Medical Affairs Manager, Mexico, Jass Liew, Diabetes Medical Advisor, Malaysia, Isabella Laba, Diabetes Medical Manager, Brazil and Christian Wichterman, Forxiga Director, US. This aimed to launch CVD REAL Kickstart into the International region, to identify any gaps, and to build platforms for future life cycle management.

We also attended the International Region Advisory Board on the Early use of SGLT2i in treatment of T2DM. The AstraZeneca delegates included Alejandra Silva, Diabetes Medical Affairs Manager, Mexico, Jass Liew, Diabetes Medical Advisor, Malaysia, Isabella Laba, Diabetes Medical Manager, Brazil, and Christian Wichterman, Forxiga Director, US.

At the International Centre of Excellence, there were HCP attendees and the Astra Zeneca attendees included Filip Surmont, Diabetes International Medical, Alejandra Silva, Diabetes Medical Affairs Manager, Mexico, and Isabella Laba, Diabetes Medical Manager, Brazil.

The centre of excellence showcased a state of the art diabetes educational experience and aimed to establish AstraZeneca as a leader in diabetes treatment, and as an educational partner. It was clear from the sessions that scientific exchange is highly appreciated by top tier KEEs.

The three conferences demonstrate once again that AstraZeneca is at the forefront of global development concerning diabetes, oncology and pulmonary care. We were not only contributing at congress, but we were leading the debates, and bringing the global professional community together. We are immensely proud of our experts and would like to thank them for their contributions and thanks to everyone involved in making these events such a huge success.