



## **MEMORANDUM of UNDERSTANDING**

**between**

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

**and**

**EUROPEAN SOCIETY OF RADIOLOGY (ESR)**

### **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:

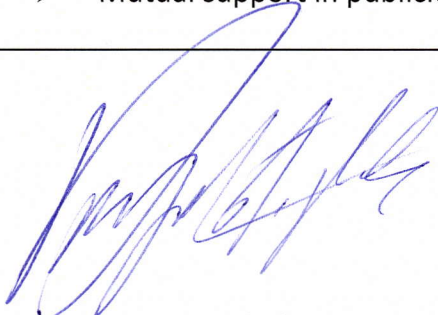
- Raising awareness and recognition of **Predictive, Preventive and Personalised Medicine (PPPM)** throughout all member-countries of the European Union and Associated countries
- Providing and disseminating accurate and up-to-date information and educational materials on predictive & personalised medicine 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



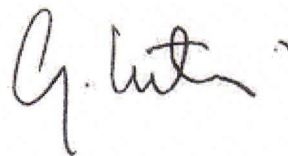
- Promoting high-quality research focussed on predictive diagnostics and personalised patient treatment
- Promoting the standardisation of bio-analytical technologies for predictive pre-clinical and clinical applications
- Consolidating professionals for effective European Network in predictive, preventive 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 and ESR proclaim herewith the long-term partnership and mutual support in effective promotion of common efforts in the predictive diagnostics, targeted preventive measures and personalised patient treatment in the European healthcare and in global scale. The development of professional synergies between EPMA and ESR will obviously lead to much progress in the PPPM generally and, in particular, strengthen the role of the issue-related European Networks. Considering these clear strategic benefits, both EPMA and ESR decided to collaborate for the above objectives considering following items:

- creation of expert recommendations for advanced healthcare
- collaborative promotion of innovative medical fields and the philosophy of integrative medicine
- collaborative development of scientific projects dedicated to translational medicine and practical application of innovative technologies in routine medical practice
- networking of institutional members in Europe and worldwide
- mutual enrichment of the long-term strategies and outlook in PPPM by concepts development and regular publishing of position articles in both journals - ***The EPMA Journal*** and ***European Radiology***
- mutual support of educational and training programmes by inviting experts and providing expertise related to diverse branches of PPPM
- creation of innovative didactic materials for PPPM-related educational and training programmes
- collaborative development of granting strategies and synergies in setup of innovative projects related to PPPM, e.g. in the European "Horizon 2020"
- creation of specialised EPMA / ESR workshops at the regular EPMA World Congresses and ESR Congresses
- Mutual support in publicity (website, public relation, etc.)



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PRESIDENT OF EPMA



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