

2nd & 3rd May 2024

UCD Quinn School of Business, Q117

# MISFIRES ERC RESEARCH SHOWCASE & EXHIBITION

## Thursday

10.00 Registration

10.15 Prof Anthony Brabazon, Principal, UCD College of Business & Prof Kate Robson Brown, UCD VPRII: Fruits of MISFIRES - Opening

10.30 Prof Susi Geiger (MISFIRES ERC PI): Introduction to the ERC Project: what can activist-led market innovation tell us about biomedical markets

11.00 Dr Ilaria Galasso: Genetic research & the collective good

11.30 BREAK (Contemplative Space)

12.00 Dr Theo Bourgeron: Assetizing & de-assetizing pharmaceutical patents

12.30 Fernandos Ongolly: Health Activism & Access to Medicines at the Last Mile: A Comparative Analysis Between High- & Low Income Settings

13.00 Dr Olya Loza: Chronic illness & its economies

13.30 Prof Susi Geiger: In conclusion: Have we reached Peak Pharma yet?

13.45 Lunch & Exhibition Launch: Living with Long Covid; living with ME/CFS (Contemplative Space)

This programme is subject to change

Programme



This project has received funding from the European Research Council (ERC) under the European Union's Horizon 2020 research & innovation programme (grant agreement No 771217)

# MISFIRES & TARGETING THERAPIES CONFERENCE

## Thursday continued

15.00 Targeting Therapies Welcome – Prof Martyn Pickersgill

15.15 Session 1:

Prof Paul Martin: Why is the pharmaceutical industry investing in targeted therapies and precision medicine?

Dr Tineke Kleinhout-Vliek: Gene therapy narratives and the making of pharmaceutical futures

16.15 BREAK(Contemplative Space)

16.30 Session 2:

Hadewych Honné: Cost-effectiveness as a matter of concern: Investigating treatment optimisation studies as part of a move towards personalised medicine

Dr Isabel Briz Hernandez: The Ethical Work of Lab Technicians Manufacturing Targeted Therapies

17.30 Group photo at the lake outside UCD Quinn

18.00 UCD Club Restaurant dinner

## Friday

9.30 Session 3:

Dr Clara Fabian-Therond: The cultural, ethical, and social dimensions of practices of personalised medicine

Dr Paula Muhr: Splitting FND: Differences in Targeted Therapies for Functional Movement Disorders and Functional Seizures

Dr Lisa Lehner: Uncaring Cures: A Critical Phenomenology of Targeted Therapies for Hepatitis C in the Context of Addiction

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# MISFIRES & TARGETING THERAPIES CONFERENCE

## Friday continued

11.00 BREAK (Contemplative Space)

11.30 Session 4:

Dr Mina Hosseini: AI, Targeted Therapies and the Future of EU Pharmaceutical Law and Policy

Dr Mathias Møllebæk: Targeting with digital biomarkers and digital therapeutics: Epistemic and regulatory shifts

Ina Devos and Daan Kenis: Data labor as a lens for addressing health inequalities in precision medicine research participation

13.00 LUNCH, MISFIRES game (Contemplative Space)

14.00 Session 5:

Mirza Alas Portillo: The role of old antibiotics in challenging the narrative of the empty antimicrobial pipeline?

Dr Ting Ting Shum: Is it all targeted when in context? Funding 'free' tuberculosis treatment in contemporary Shanghai, China

15.00 BREAK (Contemplative Space)

15.30 Session 6:

Dr Carolina Meyes: Off-target effects and the cascade of risk

Dr Alberto Aparicio: They want to live forever: private investors and the making of a life-extension revolution in biomedicine

16.30 Closing Discussion

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