



LYNKEUS.

HEALTH COLLABORATION
HEALTH ANALYTICS
HEALTH INNOVATION

OBSIDIAN

INSIGNEO

Institute for *in silico* Medicine

VPH Institute

Building the Virtual Physiological Human



CREATING A MARKET FOR *IN SILICO* MEDICINE



Trade Association
for the *in silico*
market



Pre-competitive
To benefit industry
as a whole



Public Private
Partnership funding
in silico research

The Avicenna Alliance is an association of industry and research organisations who have a commercial or research interest in *in silico* medicine. The Avicenna Alliance promotes *in silico* medicine and the interests of its members, in order to create a favourable political environment for the emerging *in silico* market to flourish. By working with members and policy makers to identify bottlenecks to *in silico* research and marketing of *in silico* products, the Avicenna Alliance will establish itself as the go-to organisation for all things related to *in silico* medicine in the EU policy environment.

Why **Pre-competitive**?

A considerable proportion of the potential areas of application for Modelling and Simulation approaches relate to processes, techniques or general applications that are fundamental to industry pipelines. As such the application of Modelling and Simulation as a solution is considered non-proprietary, as it is unrelated to a specific product to which intellectual property is attached, and is therefore seen as an approach or toolbox that can benefit industry as a whole.

Contact Us:

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To find out what the Avicenna Alliance can offer your industry please contact us using the details opposite.



promoting *in silico* methods

for industry and research
organisations

The Avicenna Alliance represents organisations that have a market or research interest in the promotion of *in silico* medicine such as medical device companies, producers of medicinal products, cosmetic companies and software industries.

Alliance Goals

The creation of a proposal for an EU Public Private Partnership (PPP) on *in silico* Medicine, similar to the Innovative Medicine's Initiative will be the primary focus of the Alliance in year 1 and will be submitted to the European Commission by the end of 2015, with a view to attracting funding support for the 2017-2018 budget cycle. Members of the Avicenna Alliance will have the opportunity to define this PPP and work on the creation of new funding streams for *in silico* medicine.

All Members will receive updates on any and all policy related to this field and their interests in this market.

The Avicenna Alliance will also be engaged with the European Commission, the EMA and the European Parliament to promote *in silico* medicine in major upcoming and ongoing health policies.

Initially the Avicenna Alliance will focus

on bringing together interested parties and establish a working group that will shape future activities of the Alliance including the details of the Public Private Partnership.

How to Sign Up

The Avicenna Alliance is offering a unique opportunity to be engaged on a topic which will define modern medicine in the coming years. Every emerging market brings with it inevitable regulatory and policy changes. By joining the Avicenna Alliance you will be choosing to be a part of shaping EU policy on *in silico* medicine rather than being a passive observer in the implementation of policy that will affect your market. A major regulatory and policy conversation is about to start on *in silico* medicine. Membership of the Avicenna Alliance ensures that you will get a say in this conversation.

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