

PRESS RELEASE

01/02 October 2019 : MOPEAD Consortium meets in Cologne

MOPEAD partners from the University of Koeln hosted the 5th and last project Consortium meeting in their premises in Koeln (Germany), on 01/02 October 2019. The meeting was an opportunity for the Consortium members to hear about the project results at this very point in time and discuss their finalisation and dissemination.

The first day was dedicated to the results of MOPEAD's four patient engagement strategies (Citizen Science (online), 'Open House' (Memory Clinic), Primary Care and tertiary care (diabetologist) settings) that were tested five clinical sites (Germany, Slovenia, Spain, Sweden and the Netherlands) to detect Alzheimer's disease (AD) at an early stage in the general population

Adrian Rodrigo (GMV) presented the findings of Work Package 4 that uses different methods of data analysis and algorithms to exploit the data collected during the recruitment. The data analysis will help evaluate the impact, efficiency, efficacy and cost comparison of the four patient engagement strategies and identify best practices in recruitment strategies. The preliminary findings show that, overall, more women than men took part in pre-screening apart from the tertiary care setting where more men took part. More people from the 65/70 age group participated in the Citizen Science strategy while the primary care setting strategies attracted more people in the 75/85 age group. Globally, more men than women were diagnosed with mild cognitive impairment with the Citizen Science (61.22%) and tertiary care setting (53.19%) strategy, while this was the opposite with the Open House (54.88%) and primary care setting (58;62%) strategies.

On a more medical point, Mercè Boada (FACE) talked about the 400 MRI readings that were carried out during the recruitment phase and now have to be exploited.

Some ethical questions raised during the project were discussed: recruitment and consent, issues related to disclosure, communications issues, is it ethical to screen for early AD? The Consortium agreed to address these questions and build upon the project Ethical Guidance Document that was presented at the beginning of the project.

Annette Dumas (ASDM) presented the different communication activities since the last Consortium meeting. A number of publications and videos have been shared with a large audience using social media, some project partners presented the project at national, European and international meetings and the project animated infographic was finalised. The MOPEAD project was a finalist in the Internet Prize 2019 in Spain and participated in the IMI project videos competition. The evaluation of MOPEAD's Twitter campaign during World Alzheimer Month 2019 using the project communication material clearly showed that communication was instrumental in raising awareness and education about timely diagnosis in AD.

Elisabetta Vaudano, IMI Principal Scientific Officer, attended the two-day meeting, commented the results and shared some recommendations. She also reflected on IMI's raison d'être, mission and objectives. She invited the Consortium to share MOPEAD's story in IMI's projects catalogue and continue to be an IMI Ambassador. Finally, she urged the Consortium partners to have a say in the

on-going public consultation for the European Partnership for Innovative Health under the Horizon Europe programme that is open until 06 November 2019.

The second day was dedicated to the project publications and their schedule. The publications will share the project results (Citizen's Science, Open House, GP involvement in diagnosis and results of the Primary care strategy), the results of the GP survey about their attitude towards early diagnosis, the cost-effectiveness of the MOPEAD's engagement strategies. Other publications include an end-of project article, a gender Policy Brief and an overview of the ethics issues and opportunities in early diagnosis in the context of MOPEAD. Two articles will also be published in the meantime, one on MOPEAD as an example of moving towards earlier diagnosis of AD in Eurohealth and one on the MOPEAD cohort (FACE).

The project final findings, policy recommendations and educational strategies will be presented at a lunch debate organised by Alzheimer Europe on 10 December 2019, in Brussels.



Why MOPEAD?

MOPEAD will contribute to the imperative to find interventions to halt AD. Dementia affects over 35 million people globally, a figure set to rise to over 115 million by 2050 due to the ageing of the population. AD puts a huge and growing burden on health and social systems, and the families and carers of those affected. Despite decades of research, there is still no treatment nor cure for the disease. It is therefore crucial to develop new interventions that will help identify hidden cases of AD. MOPEAD will do this through evaluating four patient engagement strategies and providing new insights for therapeutic interventions in clearly identified populations.

MOPEAD will respond to the urgency of finding interventions to halt AD by stimulating a faster recruitment of patients into clinical trials.

MOPEAD partners are Fundació ACE Institut Català de Neurociències Aplicades, Eli Lilly and Company Ltd, ASDM Consulting, AstraZeneca AB, European Institute of Women's Health, GMV Soluciones Globales Internet S.A.U., Karolinska Institutet, Modus Research and Innovation Ltd, Spomincica—Alzheimer Slovenia, University Hospital of Cologne, University Medical Centre Ljubljana, Fundacio Hospital Universitari Vall D'Hebron—Institut de Recerca, Stichting VUmc, Alzheimer Europe.

Disclaimer

This communication reflects the author's view. Neither IMI nor the European Union, EFPIA, or any Associated Partners are responsible for any use that may be made of the information contained therein.

About Innovative Medicines Initiative

The Innovative Medicines Initiative (IMI) is working to improve health by speeding up the development of, and patient access to, the next generation of medicines, particularly in areas where there is an unmet medical or social need.

It does this by facilitating collaboration between the key players involved in healthcare research, including universities, pharmaceutical companies, other companies active in healthcare research, small and medium-sized enterprises (SMEs), patient organizations, and medicines regulators. This approach has proven highly successful, and IMI projects are delivering exciting results that are helping to advance the development of urgently needed new treatments in diverse areas.

IMI is a partnership between the European Union and the European pharmaceutical industry, represented by the European Federation of Pharmaceutical Industries and Associations (EFPIA).

Through the IMI 2 programme, IMI has a budget of €3.3 billion for the period 2014-2024. Half of this comes from the EU's research and innovation programme, Horizon 2020. The other half comes from large companies, mostly from the pharmaceutical sector; these do not receive any EU funding, but contribute to the projects 'in kind', for example by donating their researchers' time or providing access to research facilities or resources.

www.imi.europa.eu

For more information:

Ms. Annette Dumas – ASDM Consulting (general)



This project has received funding from the Innovative Medicines Initiative 2 Joint Undertaking under grant agreement No 115975. This Joint Undertaking receives support from the European Union's Horizon 2020 research and innovation programme and members of the European Federation of Pharmaceutical Industries and Associations