

Program – visit of prof. Rob Horne (UK)

Annotation

Rob Horne is Professor of Behavioural Medicine at University College London (UCL) School of Pharmacy, where he is Director of the Centre for Behavioural Medicine and UCL Academic Lead for the Centre for the Advancement of Sustainable Medical Innovation (CASMI), a joint undertaking with the University of Oxford.

His research focusing on the role of psychological and behavioural factors in explaining variation in response to treatment. His current interests centre on the development of interventions to support optimal engagement with essential treatments and effective medical innovations and on optimising the non-specific effects (placebo and nocebo components) of medicines. In the last decade, his research has generated over 140 peer-reviewed publications and grants of over £30 million (£4.9 million as Principal Investigator). He is a Founding Fellow of the Royal Pharmaceutical Society of Great Britain in 2010, Fellow of the Faculty of Pharmaceutical medicine, Royal College of Physicians etc.

Department of Social and Clinical Pharmacy invited Professor Rob Horne for a visit to increase skills and knowledge of researchers in medication adherence area as well as to promote cooperation in this research and clinical practice. We have been using questionnaires developed by Professor Rob Horne for couple years as we validated them in the Czech real setting (*Beliefs about Medicines Questionnaire, Medication Adherence Report scale*). However, we are aware of more social and psychologic aspects which have to be evaluated in our patients to ensure proper medication taking behaviour.

We appreciate to welcome Professor Rob Horne, the expert in medication adherence related problems, who will point out current scientific methods, how to effectively measure behaviour of health care professionals and patients and their role in therapeutic value of medicines. We will discuss ongoing and future projects running in UCL, School of Pharmacy, and Dpt. of Social and Clinical Pharmacy, Faculty of Pharmacy in Hradec Kralove.

Program

January 21st 2020

9:00–12:00 (Campus of Charles University, Hradec Kralove, Room A103)

Workshop: How to monitor and assess medication taking behaviour of health care professionals and patients – social and psychological aspects

- for PhD students and researchers of the Dpt. of Social and Clinical Pharmacy
- discussion about methodology how to monitor and assess medication taking behaviour of health care professionals and patients – social and psychological aspects
- discussion about ongoing and future projects and cooperation
- websites of department research: <https://portal.faf.cuni.cz/Groups/Clinical-And-Social-Pharmacy/>

15:00–17:00 (Campus of Charles University, Hradec Kralove, Room Aula-105)

Medication adherence in real world setting – afternoon lectures for PhD and undergraduate students, researchers and clinicians

- **Katerina Mala-Ladova:** Introducing medication adherence research at the Department of Social and Clinical Pharmacy (20 min)
- **Rob Horne:** The Beliefs about Medicines Questionnaire (BMQ) and Research projects at the Centre of Behavioural Medicine – challenges to research of medicines in real world (45-60 min)
- **Discussion**

January 22nd 2020

8:30–11:30 (Hall A)

10th Postgraduate and Postdoc Conference - 3 talks from three rewarding scientists

- 10:00-10:40 **Lecture by Rob Horne: Understanding and addressing non-adherence to medicines**
- websites of the conference: <https://www.faf.cuni.cz/10PGS-8PostDoc-Conference/>

12:30–16:00 (Hall A)

Section I: Clinical and Social Pharmacy session

- chairing the session by Rob Horne and Jiri Vlcek

Contact persons

Scientific program: Jiri Vlcek (vlcek@faf.cuni.cz); Katerina Mala-Ladova (ladovaka@faf.cuni.cz)

Organisation: Andrea Pezzillo (pezzilla@faf.cuni.cz); Jiri Vlcek (vlcek@faf.cuni.cz)



Pozvánka na workshop v rámci projektu

Zvýšení účinnosti a bezpečnosti léčiv a nutraceutik: moderní metody – nové výzvy (EFSA – CDN)

How to monitor and assess medication taking behaviour of health care professionals and patients – social and psychological aspects

Professor Rob Horne

Workshop for PhD students and researchers of the Dpt. of Social and Clinical Pharmacy comprising the view on methodology, i.e. how to monitor and assess medication taking behaviour of health care professionals and patients – social and psychological aspects. Discussion about ongoing and future projects and cooperation will follow.

Místo konání: Univerzita Karlova
Farmaceutická fakulta v Hradci Králové
Kampus A103

Termín: 21. 1. 2020, 9:00-12:00

Tento projekt, reg. č. CZ.02.1.01/0.0/0.0/16_019/0000841: Zvýšení účinnosti a bezpečnosti léčiv a nutraceutik: moderní metody – nové výzvy je spolufinancován Evropskou unií.



EVROPSKÁ UNIE
Evropské strukturální a investiční fondy
Operační program Výzkum, vývoj a vzdělávání





Pozvánka na přednášku v rámci projektu

Zvýšení účinnosti a bezpečnosti léčiv a nutraceutik: moderní metody – nové výzvy (EFSA – CDN)

Medication adherence in real world setting “The Beliefs about Medicines Questionnaire (BMQ) and Research projects at the Centre of Behavioral Medicine – challenges to research of medicines in real world”

Professor Rob Horne

Rob Horne is Professor of Behavioural Medicine at University College London (UCL) School of Pharmacy, where he is Director of the Centre for Behavioural Medicine and UCL Academic Lead for the Centre for the Advancement of Sustainable Medical Innovation (CASMI), a joint undertaking with the University of Oxford.

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Místo konání: Univerzita Karlova
Farmaceutická fakulta v Hradci Králové
Kampus Aula 105

Termín: 21. 1. 2020, 15:00-17:00

Tento projekt, reg. č. CZ.02.1.01/0.0/0.0/16_019/0000841: Zvýšení účinnosti a bezpečnosti léčiv a nutraceutik: moderní metody – nové výzvy je spolufinancován Evropskou unií.



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