Press Information

Panel-Discussion

Stuck In The Middle Of Regulation, Opinion Leaders, Media and HCPs: Understanding The Role Of Clinical Trials To Drive The Success Of New Nicotine Products

Berlin, 13/11/2017 – An interesting panel takes place on "Next Generation Nicotine Delivery Conference 2017". A clinical research site and a scientist from a tobacco company will discuss the role of clinical trials in the development of new nicotine products. The panel discussion is scheduled on Wednesday, the 15th of November2017 at 1:40 pm. The panelists are Dr. Alexander (Sascha) Nussbaum, Senior Manager Scientific & Medical Affairs of Philip Morris GmbH, and Dr. Bettina Bergtholdt, CEO & Principal Investigator of the Dedicated Study Site emovis. The Chair of the discussion is Charles Hamshaw-Thomas.

Setting the scene: Innovative products for novel forms of nicotine consumption are entering the market. Be it e-cigarettes or tobacco heating systems (heat-not-burn), consumers often hope for harm reduction compared to continuing to smoke conventional cigarettes. There is an ongoing debate among healthcare professionals (HCPs) and their medical associations about the potential benefits and risks of new nicotine products. Additionally, the regulatory requirements of the EU's Tobacco Product Directive (TPD) and the FDA's New Tobacco Regulations have to be considered.

This panel session will discuss/ debate:

- Appreciating whether we will see a boom of clinical trials in the near future due to the dynamically changing market
- Respecting what needs to be taken into account when conducting a clinical trial in the area of "cessation or substitution of conventional smoking"
- Recognising whether European regulatory authorities ready to handle the increasingly large scientific dossiers submitted provided by the industry?
- Reviewing who has a role to play in making new nicotine products and tobacco harm reduction a success

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