

Beat: News

## **MEDICA PREVIEW 2013 in Hamburg.**

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Hamburg., 03.10.2013, 15:38 Time

**USPA NEWS** - On the 01.10.2013 was MEDICA PREVIEW 2013 in Hamburg, in the Dorint Hotel at the University Hospital Hamburg-Eppendorf ( UKE). Companies such as Philips, German Telekom, Dräger or Samsung announced here previously in an exclusive setting insights with their new products of 20 to 22 November

will be coming to Dusseldorf the world's largest medical trade fair. The world 's largest with well over 4,500 exhibitors from 60 nations medical fair MEDICA in Dusseldorf is of 20 - 23 November in addition to the numerous presentations of new products in the medical technology industry once again offer a diverse conference program this year . This includes, in addition to the German Hospital and the bi -annual EUROPEAN HOSPITAL CONFERENCE as a core element of the MEDICA EDUCATION CONFERENCE. It is aimed , with its diverse range of certified training primarily to physicians.

As was announced at the PREVIEW at the MEDICA 2013 in Hamburg known, the content implementation of MEDICA EDUCATION CONFERENCE - Conference leading medical market and information platform MEDICA in Dusseldorf - the German Society for Internal Medicine (DGIM / Wiesbaden ) from 2014 - 2016 to accompany a partner. One of the largest medical societies in Europe will then align the scientific program of the conference, which takes place every year during the MEDICA.

This was announced by Horst Giesen, Director of MEDICA / Fair Dusseldorf and Prof. Dr. Hendrik Lehnert, DGIM officer and director of the Medical Clinic I, University Hospital Schleswig -Holstein (Luebeck) , announced at the press event in Hamburg MEDICA PREVIEW. The DGIM will not only select presentation topics and speakers, but also ensure a high quality standard and a close link between the exhibition and conference.

At Medica preview in Hamburg very interesting topics were presented : as " artificial heart muscle from stem cells " UKE scientists want to breed artificial heart muscle from stem cells. Heart disease in the Western world is still the number one killer . An international research project of the British Heart Foundation ( British Heart Foundation BHF ) is looking for new therapies for critically ill patients with an inherited heart disease. Scientists at the University Medical Center Hamburg -Eppendorf ( UKE) are heavily involved in one of three funded with 7.5 million euro projects.

"In the research project we want from stem cells of patients with a hereditary heart disease , dilated cardiomyopathy , manufacture artificial heart muscle cells and study their function ," says Prof. Dr. Thomas Eschenhagen , director of the Institute of Experimental Pharmacology and Toxicology, the together , the sub-project with Professor Sian Harding, Imperial College London , directs . 300,000 Euros research funding BHF flow in this way to the UKE.

For the recovery of heart muscle cells , the researchers want to use so-called induced pluripotent stem ( iPS- cells): iPS cells can , like embryonic stem cells to develop into any cell type and are still not set to a tissue type. To win iPS cells , only a small sample of skin is required. " This cells are isolated , which can then be reprogrammed into stem cells - from which heart muscle cells and eventually to develop three-dimensional artificial heart muscles," explains Prof. Eschenhagen the mechanism. Every year, around 10.9 million people worldwide suffer from cancer, in Germany there are 330 000 - 380 000.

In the causes of death statistics cancers are now in second place - behind cardiovascular disease. In women, breast cancer , lung cancer is the leading cause of death in men , followed by colorectal cancer in both sexes. Individumed- Chef Hartmut Juhl explained another important issue : "Cancer and Cancer Therapy". "Cancer has many faces , no tumor can be compared with another , but the cost is high . ." - Said Hartmut Juhl, Managing Director and founder of the Hamburg company Individumed. Today it is estimated that by the cancer more than a hundred different DNA lesions, of which only a few are known to cause a complex disorder of cell metabolism.

Juhl and its nearly 100 employees have developed a method in which, for each cancer patient most effective medication for it can be found. "Cancer has many faces , no tumor can be compared with another," said Juhl. Therefore also highly effective cancer drugs do not work for some patients. Today, around 40 cancer drugs on the market that help specifically target disease. But more would be needed . "At present, worldwide more than four hundred cancer drugs in the test. Some of them will make it through to registration and

therefore the treatment options will always be better ," said Juhl.

Indivumed is by Juhl information with his diagnosis and the close collaboration with oncologists nationwide leader when it comes to personalized medicine. However, he expects only five to six years with a breakthrough in this area. The previous medical care would have to be reorganized so that not every cocktail personalized medicine must first be approved by the authorities . In addition, cancer patients, although they have a tumor , but the time of surgery no metastases should be investigated and treated early also targeted.

An improved cancer diagnosis and the development of targeted treatment options thus play a central role in reducing cancer mortality . The discovery of the molecular basis of cancer by Bert Vogelstein has meant that today new diagnostic strategies can be developed that allow to detect as early as possible by a significant reduction in the detection limit of tumor cells in the body. One of the most efficient methods is the detection of changes in DNA sequence , known as mutations which are responsible for the development of cancer. The particularity of the method is to be able to demonstrate these mutations in the blood.

News and trends were presented in a relaxed atmosphere. Top-class company handlebars and speakers were available for interviews and individual interviews and gave overview

Industry products, trends and strategies. Prepared in the form of keynotes trending topics offered profound first-hand information . Issues that are also relevant on the MEDICA out.

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**Article online:**

<https://www.uspa24.com/bericht-1478/medica-preview-2013-in-hamburg.html>

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V.i.S.d.P. & Sect. 6 MDSStV (German Interstate Media Services Agreement): Prof. h.c. Dr.h.c. Natalia Eitelbach.

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