

# ONCOLOGY Breakfast HORIZONS Meeting

## INVITATION

Building Value in Oncology Clinical Trials:  
Strategy, Design Trends & Personalised  
ctDNA Solutions

**Venue:** The Swedish Chamber of Commerce for the UK  
Sweden House, 5 Upper Montagu Street, London

**Time:** 14 April. 9 am - 12.30 am

**RSVP:** [oncology-horizons@theradex.com](mailto:oncology-horizons@theradex.com)



## **We are pleased to invite you to an exclusive morning meeting hosted by Theradex Oncology and Simsen Diagnostics.**

Designed specifically for pharmaceutical companies developing cancer therapies, this gathering offers an opportunity to gain actionable insights and explore innovative solutions for oncology clinical trials.

Sharing the latest strategies for designing effective oncology studies, as well as actionable approaches for incorporating personalised, tumour-informed ctDNA analysis to enhance patient selection, monitoring, and trial outcomes, this event will equip you with practical knowledge to drive success in your oncology studies.

### **Why Attend?**

- Gain practical strategies for developing clinical trials that maximise value from early design through to execution.
- Discover the impact of personalised ctDNA solutions, including improved patient selection, trial monitoring, and endpoint assessment.
- Engage in an interactive Q&A and discussions with industry experts and peers, addressing the specific challenges faced by small/medium sized oncology companies.
- Network with like-minded professionals

Spaces are limited, so don't miss this opportunity to connect, learn, and collaborate. Register now to secure your place and take the next step towards advancing your oncology clinical trials.

## **We look forward to welcoming you to Oncology Horizons' Breakfast Meeting in London!**

### **AGENDA**

#### **09:00**

Arrival, registration, light breakfast & informal networking  
Enjoy a light breakfast, meet colleagues and speakers, and settle in.

#### **09:30**

Welcome & Opening Remarks  
Overview of the morning, aims, and relevance for small and medium-sized oncology companies.

#### **09:45**

Session 1: Setting Up Your Value-Generating Clinical Strategy | Presented by Theradex Oncology  
*Foundations of a robust clinical trial strategy*  
*Key considerations for smaller oncology companies*  
*Building value from early trial design to execution*

#### **10:15**

Session 2: Early Phase Clinical Trial Design – Where Next? | Presented by Theradex Oncology  
*What has changed in the last 15 years*  
*What has driven these changes*  
*What is coming next*

#### **10:45**

Session 3: Personalised ctDNA Solutions for Clinical Trials | Presented by Simsen Diagnostics  
*The power of tumour-informed ctDNA in trial design*  
*Enhancing patient selection, monitoring, and endpoints*  
*Practical steps for integrating ctDNA analysis into your studies*

#### **11:15**

Interactive Q&A and Roundtable Discussion  
Open floor for questions, sharing of experiences, and exploring solutions to current challenges in oncology trials.

#### **11:45**

Closing Remarks & Next Steps  
Summary of key takeaways, contact opportunities, and invitations for follow-up meetings.

#### **11:55**

Networking

#### **12:30**

End of meeting