



Third International Conference for Improving Use of Medicines (ICIUM 2011): Informed Strategies, Effective Policies, Lasting Solutions

We are pleased to announce the Third International Conference for Improving Use of Medicines (ICIUM 2011) which is planned to take place at the Kervansaray Lara Convention Center & Spa Hotel, Antalya, Turkey November 14-18, 2011. A network of partner organizations, many of which helped to successfully organize the previous two conferences, is planning ICIUM 2011 so as to provide useful dialogue about the evidence for medicines policy decision making at the global, national, institutional, and individual (provider and patient) levels of the health care system.

ICIUM 2011 seeks to (1) build an international consensus on effective and innovative interventions for improving medicine use and for scaling up and sustaining successful interventions; and (2) define a new global research agenda to generate the evidence needed to further improve medicines use relevant to current conditions and unfolding developments in international health.

This letter is intended to provide you with more information about the opportunities, needs and conditions of sponsoring ICIUM 2011.

The scientific program of the conference will be framed by the different levels in the health care system. Within these focus areas there will be selected topic tracks which will cover major areas of clinical and programmatic interest related to pharmaceuticals in low and middle income countries. Many of these topics represent separate constituencies of researchers and policymakers, and sometimes different international and national sources of funding. One objective of ICIUM 2011 is to synthesize experiences from different streams of work, to encourage cross-fertilization of ideas, develop strategies for translating knowledge into policy and practice, and define future applied research agendas. Planned tracks include: HIV/AIDS, TB; Malaria; Maternal and child health (IMCI, pediatric medicines); Chronic care (diabetes, hypertension, mental health, adherence monitoring and improvement); Drug resistance (surveillance, containment strategies, drug development); Economics, financing, and insurance systems (cost, affordability, incentives, medicines coverage, policy options, impacts); Policy (guidelines, essential medicines lists, health system reform), regulation (quality, promotion) and governance (accountability, transparency); and Access (production, intellectual property, generics).

Conditions for Sponsorship

ICIUM 2011 seeks sponsors to help support the planning and implementation of the conference. Specific funding needs include the following:

- Funds are needed before the conference for ICIUM 2011 scientific program development and conference organization, including the abstract peer review and selection process and commissioning state-of-the-art review papers.
- Funds are needed during the conference to provide scholarships for keynote speakers, key policy makers, and researchers presenting papers; scholarships will cover registration fees and costs for travel and accommodation for approximately 250 participants, the vast majority from low income countries.

- Support is needed after the conference for finalizing and disseminating the conference proceedings and recommended strategies for change, and to implement the research agenda identified during the conference.

Sponsorship for all aspects of the conference and post-conference activities are welcome. Sponsors have a choice of supporting an entire ICIUM 2011 track in an area of particular interest, at a cost of about US \$300,000. In addition, or alternatively, sponsors can provide individual scholarships for participants. Sponsors of scholarships may want to suggest scholarship support to specific ICIUM 2011 participants from their constituency but final scholarship recipient selection will rest with the scientific program committee and their abstract review and selection process.

We encourage interested sponsors to contact the ICIUM 2011 Organizing Committee, to develop a sponsorship plan that meets the sponsor's and ICIUM 2011's needs.

Supporting organizations will benefit from contributing to ICIUM 2011 in several ways.

These include:

- Acknowledgement in the conference materials and proceedings by name (not amount contributed).
- Gain recognition as an enabler of a global agenda toward improving use of medicines, a key strategy toward cost-effective improvement of the health of populations.
- Participate through sponsored delegates in discussions of state-of-the-art interventions to improve medicines use and the development of global, national, and local policy strategies and research plans.
- Networking, exchanging of experiences, and joint planning across constituencies who have different foci of work but for whom success in achieving better population health depends on appropriate use of medicines.

There will be no trade fair or company booths at the conference and no advertising of any sort will be allowed at the conference.

We very much hope that you will be able to attend and support this important event.

Thank you.