



## **Pozvánka na přednášku v rámci projektu**

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

#### **Medication adherence in real word 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.

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.

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.



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

