Target groups
This symposium and the inaugural lecture aim at a broad group of professionals working as scientists, clinicians or other health care professionals and others interested in health care innovations.

Venue
The symposium will take place at the
Aula of the Radboud University Nijmegen
Comeniuslaan 2
NL-6525 HP Nijmegen

The Radboud University is easily accessible by public transport and there is a parking garage just near the university.
More information can be found on http://www.ru.nl/contact/plattegronden.

Date and time
November 4th, 2011 from 12.30 to 17.00.

Accreditation
Credits are requested from the NIP, FGZP, NVvP, V&VN and KNGF.

Registration
You are cordially invited for this meeting.

For the symposium, please register yourself by sending an e-mail with your address to Psychology&Medicine@mps.umcn.nl before October 28, 2011.

For the inaugural lecture of professor Andrea Evers, please fill in the attached card or send an additional mail with your address to Psychology&Medicine@mps.umcn.nl.

Contact
Secretary of the department of Medical Psychology at the Radboud University Nijmegen Medical Centre T+31-24-3613608.
The Radboud Expert Centre for Psychology & Medicine of the Radboud University Nijmegen Medical Centre will be launched officially on November 4th, 2011 with a festive symposium with multidisciplinary contributions from renowned national and international speakers and the inaugural lecture by professor Andrea Evers.

**Fabrizio Benedetti**, MD, is the key scientific leader in the field of placebo effects across diseases and neurophysiology. He is Professor of Clinical and Applied Physiology at the University of Turin (Italy), Consultant at the National Institute of Health in Bethesda (USA), and Member of the Mind-Brain-Behavior Initiative at Harvard University in Cambridge (USA).

**Jozien Bensing**, PhD, is Professor of Health Psychology at the Netherlands Institute for Health Services Research and Utrecht University and founder of the European Association of Communication in Health Care. She received the prestigious 2006 SPINOZA award and is a member of the Royal Netherlands Academy of Sciences with the top-200 most prestigious Dutch scientists.

**Werner Brouwer**, PhD, is Professor of Health Economics at the Institute of Health Policy and Management and the Institute for Medical Technology Assessment of the Erasmus University Rotterdam. As a leading health economist in the field, he is a member of several Editorial boards and regularly comments on health economic issues in national journals, such as NRC or Trouw.

**Sabine Wildevuur**, MSc, is Head of Program for health care projects and Director Creative Care Lab at Medialab Waag Society and head of Like Wildfire ('Bringing Science and New Media together'). She focuses on the crossroads where (health) care meets new media and innovative technology and regularly publishes in medical journals about health care innovations.

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**Bringing Science into Practice**

**Using Multidisciplinary Insights for Health Care Innovations**

12.30 Registration and coffee/tea in the foyer

13.00 Welcome address by Professor Paul Smits

**Professor Fabrizio Benedetti**

*Bringing neurobiological science into brain-body connections: The powerful role of placebo*

**Professor Jozien Bensing**

*Bringing behavioral science into medical practice: The role of doctor-patient communication in health and health care*

**Professor Werner Brouwer**

*Bringing economic science into health care innovations: The challenges of patient centered care and personalized medicine*

**Drs Sabine Wildevuur**

*Bringing creative industry into scientific and clinical practice: The role of E-health applications and other health care improvements*

Opening of the Radboud Expert Centre for Psychology & Medicine by Professor Frans Corstens, Dean of the Faculty of Medicine

15.00 Coffee/tea in the foyer

15.45 Inaugural lecture by Professor Andrea Evers

*Learning from the wisdom of the body*