



**MINISTRY OF FOREIGN AFFAIRS  
OF DENMARK**  
*The Trade Council*

**MARCH 13, 2019**

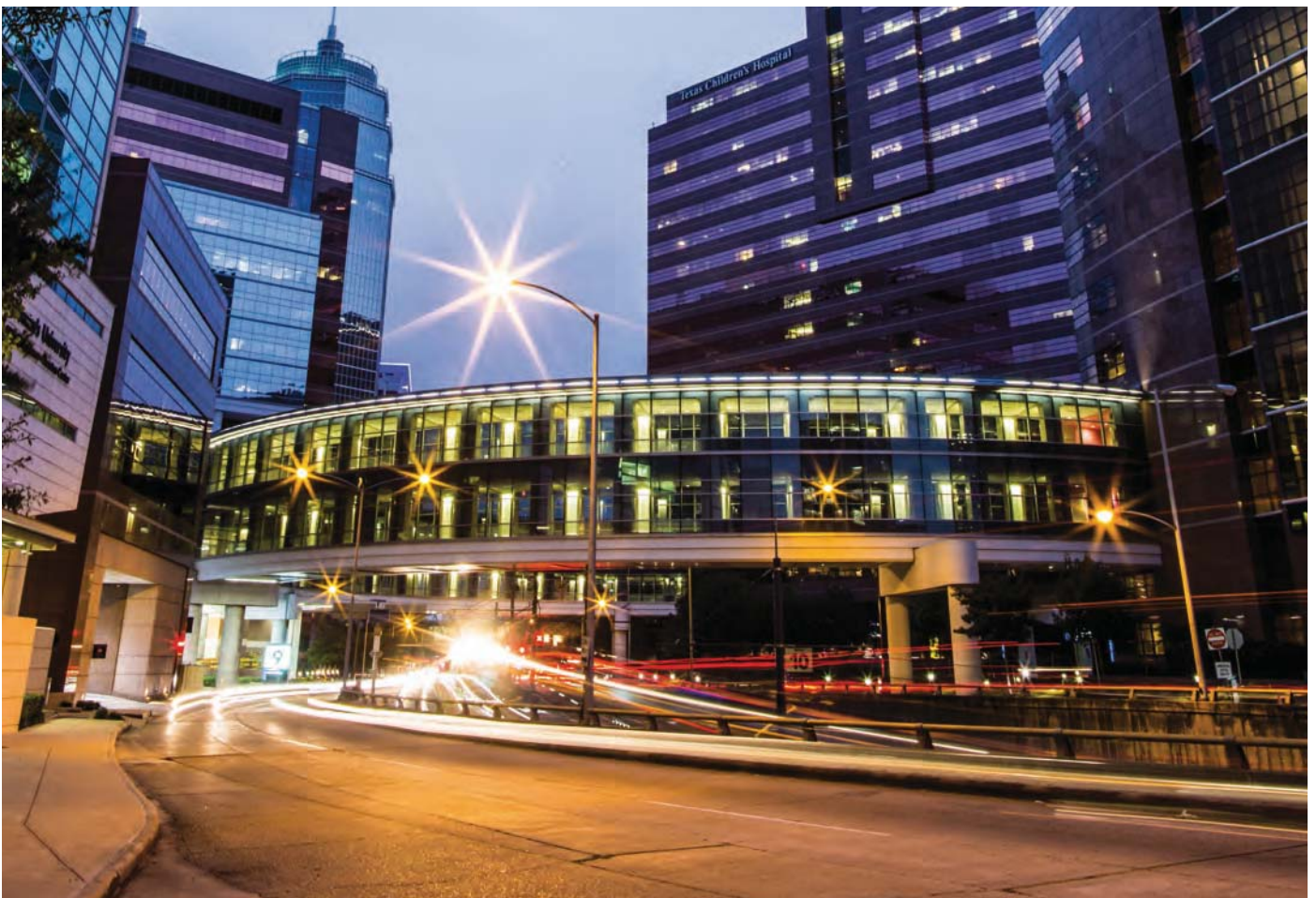
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# PROGRAM

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Exploring Life Science Collaborations Between Texas and Denmark  
Keynote: Precision & Personalized Medicine in Radiation Oncology  
with remarks by HRH Crown Princess Mary of Denmark

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**TMC - DENMARK STRATEGIC COLLABORATION**

The Consulate General of Denmark in Houston, in collaboration with the Texas Medical Center, have the pleasure of welcoming HRH Crown Princess Mary of Denmark to TMC.

As an extension of Denmark’s ambitious growth plan for its life sciences, we have planned an explorative event at the Texas Medical Center (TMC) – the world’s largest medical city. The focus of the event is to explore the opportunities for a collaboration between Texas and Denmark on major drivers and barriers that will serve as a catalyst for the development of both the Texan and Danish life science eco-systems.

The program will focus on precision and personalized medicine, highlight existing collaborations and discuss common strategic interests within the areas of medical devices, digital health and tele health, pharma & biotech and logistical solutions for hospitals.

**Program**

8:30 a.m. - 9:20 a.m.

Breakfast & Networking

9:20 a.m. - 9:30 a.m.

Introduction of Texas Medical Center

*William F. McKeon, President & CEO, TMC*

*Introducing Jacob Vind, General Consul of Denmark, Houston*

9:30 a.m. - 9:40 a.m.

Danish Life Sciences and Opportunities of a Texas - Denmark Bio Bridge

*HRH Crown Princess Mary of Denmark*

9:40 a.m. - 9:50 a.m.

Introducing the Texas Medical Center Bio Bridge Program

*William F. McKeon, President & CEO, TMC*

9:50 a.m. - 10:10 a.m.

Exploring Collaborative Opportunities

*Lars Dahl Allerup, New Business Development Manager, Enterprise Procurement, Capital Region Hospital System*

*Christina Brinch Clark, Senior Commercial Advisor, Health and Life Science, Consulate General of Denmark in Houston*

10:10 a.m. - 10:30 a.m.

TMC - DK Collaboration: Precision & Personalized Medicine in Radiation

Oncology

*Dr. James Bankson, Professor, Head of Magnetic Resonance Engineering Laboratory at The University of Texas MD Anderson Cancer Center*

*Brian Holch Kristensen, Chief Physicist, Head of the Radiotherapy Department of Oncology, Herlev og Gentofte University Hospital, Denmark*

10:30 a.m.

Closing Remarks

*William F. McKeon, President & CEO, TMC*



**EVENT INFORMATION:**

**Venue:**

TMC Executive Offices & Third Coast Restaurant

6550 Bertner Avenue, 6th Floor,  
Houston, Texas 77030

**Date:**

Wednesday, March 13, 2019

**Time:**

8:30 a.m. - 10:30 a.m.

**Parking:**

Level 5 is reserved for event attendees. Bring ticket for validation.

**CONTACT**

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**Keynote: Precision & Personalized Medicine in Radiation Oncology**

Utilization of hyperpolarization for tumor response evaluation after radiotherapy - a collaboration between MD Anderson Cancer Center and Herlev & Gentofte Hospital.

Innovations in radiotherapy are moving towards geometrically maximizing the radiation dose to even difficult accessible tumors, in for example, the bowel region with the introduction of the MR-linacs and proton therapy. To radically move radiation therapy into a new era of improved tumor control and overall survival, one must move from a geometrical to a biological approach. With hyperpolarizing imaging techniques, the project investigates directly how the individual tumor response to radiation by direct imaging of cell metabolism, enabling a very personalized optimal treatment design for the individual patient.

With the introduction of a clinical hyperpolarizer, interventional patient studies give valuable insight and aid in personalizing the treatment to each patient. Especially with the MR-linac, since the MR part of the machine has the potential to read the hyperpolarized signal resulting from the metabolism of the cells while or very shortly after the patient is treated with the linac part of the machine. This will directly expose the true clinical state of the cells after treatment (tumor, normal, dying etc.).

Metabolic imaging techniques are still under development as a diagnostic tool and limited to few leading universities and hospitals worldwide. Herlev Hospital already collaborates in this project with Danish Research Centre for Magnetic Resonance and Center for Hyperpolarization in Magnetic Resonance at the Danish Technical University and international alliances with MD Anderson Cancer Center, for instance, is of most importance. Particularly to exchange guidance on the diagnostic tool itself but distinctively MD Anderson also has an MR-linac from another vendor giving unique collaboration possibilities across the Atlantic Ocean.



**WHY LIFE SCIENCE IN TEXAS**

Texas Medical Center (TMC) in Houston—is the largest medical complex in the world—by number of hospitals, number of physicians, square footage and patient volume.

**Facts:**

- 58 member institutions with 200 hospitals in the greater Houston area
- World’s largest children’s hospital
- World’s largest cancer hospital
- 10 million patient visits per year
- 180,000 + annual surgeries
- 750,000 ER visits per year
- 13,600 + total heart surgeries
- 106,000 + employees
- 8th largest business district in the U.S.
- 50 million developed square feet
- \$3 billion in construction projects underway

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**Her Royal Highness Crown Princess Mary is patron for Healthcare Denmark**



“In Denmark, our focus on putting the patient first – combined with constant efforts to improve efficiency and quality – has resulted in a wide array of innovative healthcare solutions. I sincerely believe Danish technologies, products and expertise can have a positive impact on global health.”