2nd Global Congress on

CANCER SCIENCE AND THERAPY

July 22-23, 2019 | Brussels, Belgium

CANCER CONGRESS 2019



KEYNOTE FORUM
DAY 1

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Chaudhari Nitin Laxman, J Cancer Immunol Ther 2019, Volume 2

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STUDY OF RATIONALITY OF PROMOTIONAL DRUG LITERATURE RECEIVED AT A CANCER HOSPITAL

Introduction: The drug promotional literature (DPL) of the pharmaceutical companies is important sources of drug information. However, these DPLs are inaccurate and of poor educational value. Hence, authors planned this study to evaluate the DPLs of anticancer drugs for accuracy, consistency and validity of the information presented in it, using World Health Organization (WHO) ethical criteria for medicinal drug promotion.

Materials & Methods: This observational study was conducted over six month's duration. The DPLs were collected from OPD at Jeevan Jyoti Cancer Hospital, Jalgaon and evaluated in Department of Pharmacology in a Medical Institute in India. The literature was evaluated based on the WHO ethical criteria for drug promotion.

Results: Only 6% of the DPLs fulfilled all WHO criteria and 53% of DPLs were of anticancer drugs. 38% DPLs did not have any brief prescription information about the promoted drug. Majority (92%) of DPLs claimed about the efficacy of product. Out of 132 references, 24% were not retrieved. Brochures presenting irrelevant pictures were 48% whereas statistically significant difference was found between the availability of printed side effects, precautions, contra-indications, warnings, drug interactions, number of quoted references before 2014 and brief prescription information on DPLs of anticancer and other drugs groups with p-value <0.05.

Conclusion: Pharmaceutical industries did not follow the WHO guidelines while promoting their products and to reduce this problem, government regulatory bodies must play a pre-emptive role where code of ethics is failing.

BIOGRAPHY

Chaudhari Nitin Laxman has completed his Doctor of Medicine (DM) from prestigious Gujarat Cancer and Research Institute a leading Cancer Hospital of India. He was a well accomplished student and had secured Gold medal for Doctor of Medicine examination from Gujarat University. He is a consultant at Jeevan Jyoti Cancer Hospital Jalgaon. His special interests include breast cancer and lymphoma. His social activities include free service to one of the most remote, backward and tribal areas of India like Nandurbar district.

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Gerald C Hsu, J Cancer Immunol Ther 2019, Volume 2

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BIOGRAPHY

Gerald C Hsu has completed his PhD in Mathematics and has been majored in Engineering at MIT. He has attended different universities over 17 years and studied seven academic disciplines. He has spent 20,000 hours in T2D research. First, he studied six metabolic diseases and food nutrition during 2010-2013, then conducted research during 2014-2018. His approach is math-physics and quantitative medicine based on mathematics, physics, engineering modelling; signal processing, computer science, big data analytics, statistics, machine learning and AI. His main focus is on preventive medicine using prediction tools. He believes that the better the prediction, the more control you have.

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GH METHOD: METHODOLOGY OF MATH-PHYSICAL MEDICINE

Introduction: This paper describes the math-physical medicine approach (MPM) of medical research utilizing mathematics, physics, engineering models and computer science, instead of the current biochemical medicine approach (BCM) that mainly utilizes biology and chemistry.

Methodology of MPM: Initially, the author spent four years of self-studying six chronic diseases and food nutrition to gain in depth medical domain knowledge. During 2014, he defined metabolism as a nonlinear, dynamic and organic mathematical system having 10 categories with ~500 elements. He then applied topology concept with partial differential equation and nonlinear algebra to construct a metabolism equation. Further author defined and calculated two variables, metabolism index and general health status unit. During the past 8.5 years, he has collected and processed 1.5 million data. Since 2015, he developed prediction models, i.e. equations, for both postprandial plasma glucose (PPG) and fasting plasma glucose (FPG). He identified 19 influential factors for PPG and five factors for FPG. Each factor has a different contribution margin to the glucose formation. He developed PPG model using optical physics and signal processing. Furthermore, by using both wave and energy theories, he extended his research into the risk probability of heart attack or stroke. In this risk assessment, he applied structural mechanics concepts, including elasticity, dynamic plastic and fracture mechanics, to simulate artery rupture and applied fluid dynamics concepts to simulate artery blockage. He further decomposed 12,000 glucose waveforms with 21,000 data and then re-integrated them into three distinctive PPG waveform types which revealed different personality traits and psychological behaviours of type 2 diabetes patients. For single time-stamped variables, he used traditional time-series analysis. For interactions between two variables, he used spatial analysis. Furthermore, he also applied

Fourier Transform to conduct frequency domain analyses to discover some hidden characteristics of glucose waves. Then he developed an AI Glucometer tool for patients to predict their weight, FPG, PPG and A1C. It uses various computer science tools, including big data analytics, machine learning (self-learning, correction and simplification) and artificial intelligence to achieve very high accuracy (95% to 99%).

Results: In 2010, his average glucose was 280mg/dL and A1C was >10%. Now, his glucose value is 116mg/dL and A1C is 6.5%. Since his health condition is stable, no longer he suffers from repetitive cardiovascular episodes.

Conclusion: Instead of utilizing traditional biology, chemistry and statistics, the methodology of GH-Method: math-physical medicine uses advanced mathematics, physics concept, engineering modelling and computer science tools (Big data analytics, artificial intelligence) which can be applied to other branches of medical research in order to achieve a higher precision and deeper insight.