

# PERSONALIZED MEDICINE: *The Time is Now*

A CONFERENCE HOSTED BY



CENTER FOR PERSONALIZED  
GENETIC MEDICINE



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NOVEMBER 18-19, 2009  
JOSEPH B. MARTIN CONFERENCE CENTER  
AT HARVARD MEDICAL SCHOOL, BOSTON

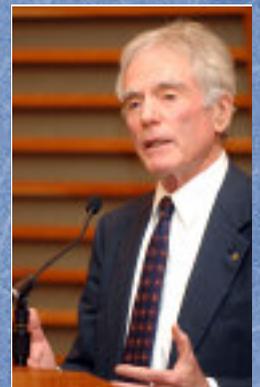
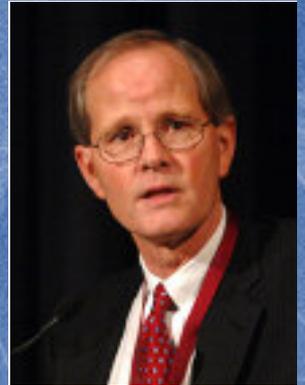


5<sup>TH</sup> ANNUAL CONFERENCE

CONFERENCE PROGRAM

[www.personalizedmedicineconference.org](http://www.personalizedmedicineconference.org)

HIGHLIGHTS FROM PAST CONFERENCES



November 18, 2009

*Dear Colleague,*

On behalf of the Organizing Committee we are pleased to welcome you to the 2009 conference *Personalized Medicine: The Time is Now*. This is the fifth annual conference organized under the auspices of the Partners HealthCare Center for Personalized Genetic Medicine (PCPGM). Partners HealthCare System has made a significant commitment to advancing the cause of personalized medicine. PCPGM is doing that on many fronts; this meeting is one of them.

We have always felt that making personalized medicine a reality would result in better outcomes for patients at a reduced cost of healthcare for society. Incorporating the principles of personalized medicine into healthcare requires the participation and cooperation of many sectors of our society. Our annual meetings, through the formal program and the informal interactions that will take place among and between participants, bring the critical stakeholders together to engage in discussions that will help advance the momentum of personalized medicine. The theme of this year's meeting, *The Time is Now*, is intended to signal how much is already being done to apply the premises and principles of personalized medicine in real ways in the care of patients. Just as important, it is intended to remind everyone with a stake in personalized medicine that for all the progress that has been made much more work needs to be done and that there should be no relaxing of the effort and focus. We have added two new program elements this year that we hope will further advance that objective. One is to have an active electronic audience response system in all of the sessions, to enable all attendees to indicate their perspectives on and opinions about the subjects under discussion. The other is to present, in modified Harvard Business School case study fashion, two examples of how personalized medicine is being implemented.

Attendees from our past conferences have enjoyed the diversity of attendees, speakers and panelists that come to our meeting. It is a rich variety indeed and we encourage you to meet old friends and make many new ones.

PCPGM is pleased to have Harvard Business School and Harvard Medical School as co-hosts for the meeting. We extend special thanks to the Personalized Medicine Coalition for its collaboration on the conference in so many ways. And we deeply appreciate the members of the Organizing Committee, the speakers, the panelists, the staff and our generous sponsors for their vital contributions to the success of our meeting.

Sincerely,



*Scott T. Weiss*

Scott T. Weiss, M.D., M.S.

Interim Scientific Director  
Partners HealthCare Center for  
Personalized Genetic Medicine;  
Professor of Medicine, Harvard Medical School



*Raju Kucherlapati*

Raju Kucherlapati, Ph.D.

Paul C. Cabot Professor of Genetics and  
Professor of Medicine, Harvard Medical School;  
Chair, Conference Organizing Committee

# Thanks to Our Sponsors

*This conference is organized by the Partners HealthCare Center for Personalized Genetic Medicine and Harvard Business School in collaboration with the Personalized Medicine Coalition. It is made possible by the generous support of our sponsors.*

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# Conference Program

## Wednesday, November 18, 2009

7:00 a.m.	Registration & Continental Breakfast	
8:00 a.m.	<b>Welcome</b>	<b>Raju Kucherlapati, Ph.D.</b> Paul C. Cabot Professor of Genetics, Professor of Medicine, Harvard Medical School
	<b>Opening Remarks</b>	<b>Scott T. Weiss, M.D., M.S.</b> Interim Scientific Director, Partners HealthCare Center for Personalized Genetic Medicine, Professor of Medicine, Harvard Medical School
		<b>Gary Gottlieb, M.D., M.B.A.</b> President, Brigham and Women's Hospital, President & Chief Executive Officer-Designate, Partners HealthCare System
8:45 a.m.	<b>Panel: Success Stories in Personalized Medicine</b>	Moderator: <b>Lawrence Lesko, Ph.D.</b> Director of Clinical Pharmacology, CDER, FDA
		Introducer: <b>Felix W. Frueh, Ph.D.</b> Vice President, R&D, Personalized Medicine, Medco Health Solutions, Inc.
		<b>Pierre Cassigneul</b> President & Chief Executive Officer, XDx
		<b>Richard Ding</b> Vice President Theranostics, bioMerieux SA
		<b>Jon Friedenber</b> Vice President, El Camino Hospital
		<b>Arlene Hughes, Ph.D.</b> Genetics Therapy Area Head, GlaxoSmithKline
10:00 a.m.	Networking Break	
10:45 a.m.	<b>Electronic Medical Records &amp; Personalized Medicine</b>	<b>John Glaser, Ph.D.</b> Vice President & Chief Information Officer, Partners HealthCare System
		Introducer: <b>Jeffrey D. Miller</b> Managing Partner, Versum Ventures
11:15 a.m.	<b>Panel: The Current Revolution in Information Technology &amp; Its Role in Personalized Medicine</b>	Moderator: <b>John Glaser, Ph.D.</b> Vice President & Chief Information Officer, Partners HealthCare, System
		<b>Samuel J. Aronson</b> Executive Director of Information Technology, Partners HealthCare Center for Personalized Genetic Medicine
		<b>Brett J. Davis, M.B.A.</b> Senior Director, Health Sciences Global Business Unit, Oracle
		<b>Lori Evans, M.P.H.</b> Chief Executive Officer, ActiveHealth Community Solutions
		<b>Douglas J. Moeller, M.D.</b> Medical Director, McKesson Health Solutions
12:30 p.m.	Break - transition	

# Conference Program

Wednesday, November 18, 2009

1:00 p.m.	<b>Luncheon and Presentation of Personalized Medicine Coalition's Fifth Annual Award for Leadership in Personalized Medicine</b>	<b>Brook Byers</b> Partner, Kleiner Perkins Caufield & Byers  Introduction: <b>Edward Abrahams, Ph.D.</b> Executive Director, Personalized Medicine Coalition  Presentation: <b>M. Kathleen Behrens, Ph.D.</b> Founder, KEW Group
2:00 p.m.	<b>Table Discussions</b> <i>See page 29 of the Program for details</i>	Convener: <b>Rebecca Rehm</b> Program Associate, Partners HealthCare Center for Personalized Genetic Medicine
3:00 p.m.	Break - transition	
3:15 p.m.	<b>Panel: Is Personalized Medicine Going to Cost Too Much?</b>	Moderator: <b>Susan Dentzer</b> Editor-In-Chief, Health Affairs  Introducer: <b>Alfred A. Blum, Jr.</b> Chief Development Officer, Partners HealthCare Center for Personalized Genetic Medicine  <b>Robert S. Epstein, M.D., M.S.</b> Senior Vice President, Department of Medical & Analytical Affairs and Chief Medical Officer, Medco Health Solutions  <b>John Fallon, M.D., M.B.A., FACP</b> Senior Vice President, Chief Physician Executive, Blue Cross Blue Shield of Massachusetts  <b>Sharon Levine, M.D.</b> Associate Executive Director, The Permanente Medical Group  <b>Lee Newcomer, M.D.</b> Senior Vice President, Oncology, UnitedHealth Group
4:30 p.m.	<b>"Bringing Personalized Medicine To Mexico: Local Perspectives &amp; Global Challenges"</b>	<b>Gerardo Jimenez-Sanchez, M.D., Ph.D.</b> Founder Director, National Institute of Genomic Medicine, Chairman, Working Party on Biotechnology, Organisation for Economic Co-operation and Development  Introducer: <b>Robert C. Wells</b> Head, Biotechnology Unit, Science and Technology Policy Division, Directorate for Science, Technology and Industry, Organisation for Economic Co-operation and Development
5:00-6:30 p.m.	<b>Reception at Elements Café</b>	Host: <b>Janice Larson</b> Development Associate, Partners HealthCare Center for Personalized Genetic Medicine

# Conference Program

Thursday, November 19, 2009

7:45 a.m.	Registration & Continental Breakfast	
8:30 a.m.	<b>Keynote: UK's Approach to Personalized Medicine</b>	<b>Sir Michael Rawlins, M.D., FMedSci</b> Chairman, National Institute for Health and Clinical Excellence  Introducer: <b>Katherine Johansen, Ph.D.</b> Senior Scientist, Genetics and Molecular Medicine, American Medical Association
9:00 a.m.	<b>Where Are We in Personalized Medicine?</b>	
	<b>Regulatory &amp; Financial Perspective</b>	<b>Philip C.M. Ma, Ph.D.</b> Director, McKinsey & Company  Introducer: <b>Jeffrey Elton, Ph.D.</b> Founder, KEW Group
	<b>Legislative Perspective</b>	<b>Nick Littlefield</b> Partner, Foley Hoag  <b>Sheila Walcoff</b> Partner, McDermott Will & Emery  Introducer: <b>Joseph L. Faber</b> Co-founder and Principal, Faber Daeufer & Roseberg
	<b>Predicting the Future</b>	<b>Alison Ayers</b> Vice President, Oncology WorldWide, Commercial Development, Pfizer  Introducer: <b>Hakan Sakul, Ph.D.</b> Senior Director and Global Head of Diagnostics, Translational and Molecular Medicine Group Worldwide Development, Pfizer Global Research & Development
10:15 a.m.	Networking Break	
10:45 a.m.	<b>Panel: How Can Business Accelerate Personalized Medicine?</b>	Moderator: <b>Frank Douglas, Ph.D., M.D.</b> President & Chief Executive Officer, Austen BioInnovation Institute, Senior Partner, PureTech Ventures  Introducer: <b>Sandra Glucksmann, Ph.D.</b> Senior Vice President of Research and Business Operations, Cerulean Pharmaceuticals  <b>Noubar Afeyan, Ph.D.</b> Managing Partner & Chief Executive Officer, Flagship Ventures  <b>G. Steven Burrill</b> Chief Executive Officer, Burrill & Company  <b>David P. King</b> President & Chief Executive Officer, Laboratory Corporation of America  <b>Mark Levin</b> Partner, Third Rock Ventures
12:00 p.m.	Bag Lunch	

# Conference Program

Thursday, November 19, 2009

1:00 p.m.

## Interactive Case Studies on Business Strategies for Personalized Medicine

**Case 1:** Managing Drugs on the Forefront of Personalized Medicine: The Story of the Colorectal Cancer Drugs Erbitux and Vectibix

**Case 2:** The Explosion of Genetic Testing: What Opportunities and Challenges Await?

Moderators:

**Richard Hamermesh, D.B.A.**

MBA Class of 1961 Professor of Management Practice, Harvard Business School

**Mara G. Aspinall**

President & Chief Executive Officer, On-Q-ity

Introducer: **Thomas J. Miller**

Chief Executive Officer, Division Workflow & Solutions, Siemens AG, Sector Healthcare

Discussants:

**Alison Ayers**

Vice President, Oncology WorldWide, Commercial Development, Pfizer

**Stephen Eck, M.D., Ph.D.**

Vice President, Translational Medicine & Pharmacogenomics, Eli Lilly

2:30 p.m.

## Panel: Who Will Benefit from Personalized Medicine?

Moderator: **Linda Avey**

Founder, Brainstorm Research Foundation

Introducer: **Nancy Simonian, M.D.**

Chief Medical Officer, Millennium: The Takeda Oncology Company

**Daniel A. Haber, M.D., Ph.D.**

Director, Cancer Center, Massachusetts General Hospital, Harvard Medical School

**Marc S. Sabatine, M.D., M.P.H.**

Associate Physician, Assistant Professor of Medicine, Brigham and Women's Hospital, Harvard Medical School

**Troyen A. Brennan, M.D.**

Executive Vice President and Chief Medical Officer, CVS Caremark

**Vance Vanier, M.D.**

Chief Medical Officer, Navigenics

3:45 p.m.

## Closing Remarks

**Raju Kucherlapati, Ph.D.**

Paul C. Cabot Professor of Genetics, Professor of Medicine, Harvard Medical School

# Conference Speakers



## **Edward Abrahams, Ph.D.**

Edward Abrahams, Ph.D., is executive director of the Personalized Medicine Coalition (PMC). Representing a broad spectrum of academic, industrial, patient, provider and payer communities, PMC seeks to advance the understanding and adoption of personalized medicine concepts and products for the benefit of patients. It has grown from its

original 18 founding members in November 2004 to over 160 today.

Previously Dr. Abrahams was Executive Director of the Pennsylvania Biotechnology Association, where he spearheaded the successful effort that led to the Commonwealth of Pennsylvania's investment of \$200 million to commercialize biotechnology in the state. Earlier he had been Assistant Vice President for Federal Relations at the University of Pennsylvania and held a senior administrative position at Brown University.

Dr. Abrahams worked for seven years for the U.S. Congress, including as a legislative assistant to Senator Lloyd Bentsen, an economist for the Joint Economic Committee under the chairmanship of Representative Lee Hamilton, and as a AAAS Congressional Fellow for the House Committee on the Interior.



## **Noubar Afeyan, PhD**

Noubar Afeyan, PhD, Managing Partner and CEO

Noubar Afeyan is Managing Partner and CEO of Flagship Ventures, a firm he co-founded in 2000. He is also a Senior Lecturer at MIT in both the Sloan School of Management and the Biological Engineering Department. Dr. Afeyan has authored numerous scientific publica-

tions and patents since earning his Ph.D. in Biochemical Engineering from MIT in 1987.

A technologist, entrepreneur and venture capitalist, Dr. Afeyan has co-founded and helped build over 20 successful life science and technology startups during the past two decades. He was founder and CEO of PerSeptive Biosystems (Nasdaq: PBIO), a leader in the bio-instrumentation field. After PerSeptive's acquisition by Applera Corporation (NYSE: ABI), he was Senior Vice President and Chief Business Officer of Applera, where he initiated and oversaw the creation of Celera Genomics (Nasdaq: CRA).

Currently Dr. Afeyan serves on a number of public and private company boards. He is a director and co-founder of Flagship portfolio companies Affinova, BG Medicine, Ensemble Discovery, Helicos BioSciences (NASDAQ:HLCS),

Joule Biotechnologies and LS9. Previously he was a member of the founding team, director and investor in several successful ventures including Chemgenics Pharmaceuticals, Color Kinetics, Antigenics, EXACT Sciences and Adnexus Therapeutics.

Dr. Afeyan is a member of the Board of Overseers of Boston University and the Board of Overseers of the Boston Symphony Orchestra. In addition, he is a member of several advisory boards including the Whitehead Institute at MIT, the Harvard-MIT Division of Health Sciences and Technology (HST) and the SKOLKOVO School of Management in Moscow. Dr. Afeyan is also co-founder and board member of Armenia 2020 and the National Competitiveness Foundation of Armenia, two international economic development projects focusing on the former Soviet Republic of Armenia. In 2008 he received an Ellis Island Medal of Honor, an award granted to outstanding Americans who have distinguished themselves as U.S. citizens and who have enabled their ancestry groups to maintain their identities while becoming integral parts of American life.



## **Samuel (Sandy) Aronson**

Sandy Aronson is the Executive Director of IT of the Partners Center for Personalized Genetic Medicine (PCPGM) which was formally known as the Harvard Partners Center for Genetics and Genomics (HPCGG). In this position he oversees the development of IT infrastructure to support both the PCPGM's genetic and genomic core facilities and

the PCPGM's clinically focused Laboratory for Molecular Medicine. This includes the development of portal, LIMS and repository systems. Mr. Aronson's group has collaborated with other Partners Information Systems groups to integrate these systems with the Partners Electronic Health Record (EHR) and is focused on extending support for genetics aware clinical decision support based on these integrations.

Prior to this position, Mr. Aronson was an IT consultant to the biotechnology industry working for Tribiosys. Mr. Aronson also held several position with Sapient Corporation, was a Strategic Consultant for Monitor Company and founded LearningAction, a web-based training company now part of Best Software. Mr. Aronson holds a Masters in Organizational Behavior and a Bachelors in Computer Science from Stanford University. He also holds a Masters in Biology from Harvard Extension School.



**Mara G. Aspinall**

Mara is President and CEO of On-Q-ity Inc., an innovative personalized medicine company based in Waltham, Massachusetts. On-Q-ity: Oncology + Quality + Clarity. On-Q-ity revolutionizes cancer patient care by guiding individual treatment choices through proactive interventions. On-Q-ity enables clarity in the choice of patient of therapy and the

real-time monitoring of therapy efficacy of an individual patients' treatment, remission and potential relapse through the molecular characterization of circulating tumor cells in the blood.

For the last seven years, Mara was President of Genzyme Genetics, leading provider of testing in the oncology and reproductive markets. Under Mara's leadership, Genzyme Genetics set the standard for quality in the industry, while profitably growing at an unprecedented pace. She transformed the business – expanding its scope and reach to become one of the nation's largest diagnostic laboratories. Previously, Mara served as President of Genzyme Pharmaceuticals where she restructured the business from generic drug manufacturing to value-added custom production.

Mara has been on the Board of Predictive Biosciences since its inception, serving as Chairman for the last year. Mara is also a Board member of Blue Cross Blue Shield of Massachusetts.

Mara has an appointment as Lecturer in Health Care Policy at Harvard Medical School and will teach a seminar on business and medicine each year.

She is an active member of the Federal Secretary of Health and Human Services' Advisory Commission on Genetics, Health and Society as well as Vice Chairman of the Personalized Medicine Coalition. Most recently, she co-authored, "Realizing the Promise of Personalized Medicine" in the Harvard Business Review. Bain & Company, an international strategic consulting firm, was where Mara started her business career. She earned her MBA from Harvard and her BA from Tufts University.



**Linda Avey**

Linda Avey is the founder of Brainstorm Research Foundation, a not-for-profit organization focused on the study of the genetics of brain health, specifically targeted toward families with a history of Alzheimer's disease. By leveraging existing technology platforms and social networking tools, Brainstorm's mission is to create a global network of individuals

and empower them with their genetic information combined with web-based mechanisms for longitudinal tracking of brain functions. This is also a personal mission for

Linda, whose father-in-law suffered with Alzheimer's.

In 2006, Linda founded 23andMe, the personal genetics company. She and her co-founder, Anne Wojcicki, pioneered many of the concepts that led to the creation of a new consumer industry and the development of a DNA research and media platform. The company won TIME magazine's Invention of the Year in 2008 and received international attention through featured articles in Wired, New York Times, Fortune, and on Oprah, the TODAY show and the BBC (additional coverage is listed here, [www.23andme.com/about/news/](http://www.23andme.com/about/news/)). While no longer acting in a day-to-day role, Linda supports the company's efforts.

Linda's career spans over 20 years in the biopharmaceutical and academic research industry. Her experiences at Affymetrix, Perlegen Sciences, Spotfire, Chemdex, Applied Biosystems and Molecular Dynamics provided an intensive view into the mechanisms of the traditional research model. With that insight came the idea of creating a new, complementary and consumer-based approach that thrives today at 23andMe and is the motivation for Brainstorm.

Linda has a Bachelor of Arts in biology from Augustana College.



**Alison E. Ayers**

Alison Ayers is responsible for global strategic and commercial leadership for Pfizer's oncology portfolio including Sutent, a leading anti-angiogenesis agent as well as 20+ agents in clinical development and extensive lifecycle planning. She is a member of the Oncology Business Unit Leadership Team which develops the Oncology TA

Strategic Plan, and manages the portfolio including asset prioritization, development planning, strategic and investment decisions including licensing and acquisitions. She is responsible for the global commercial strategy for Pfizer's oncology portfolio, which had sales of over \$2billion in 2008.

Previously positions include Vice President of New Product Marketing for Pharmacia Oncology, where she was responsible for providing commercial leadership for Pharmacia's oncology pipeline, and served a pivotal role in the acquisition of Sugen, which delivered Pfizer's leading angiogenesis inhibitor, Sutent.

Ayers has held senior positions in marketing, business development and operations for several bioscience and pharmaceutical companies including Merck, BMS, US Bioscience (Medimmune) and Lederle Laboratories (Wyeth).

Ayers received a B.S. with honors in physiology and biochemistry from the University of Southampton, UK. She later received a diploma in business studies from North London University, UK, and went on to earn a M.S. with distinction in biopharmacy from London University, UK.

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## Conference Speakers *continued*



### **Troyen A. Brennan, M.D., M.P.H.**

Troyen A. Brennan, M.D., M.P.H., is Executive Vice President and Chief Medical Officer of CVS Caremark. In this role, Dr. Brennan directs CVS Caremark's clinical affairs and oversees strategy development. Prior to joining CVS Caremark, Dr. Brennan was Chief Medical Officer of Aetna Inc. From 2000 to 2005, Dr. Brennan served as President

and CEO of Brigham and Women's Physician's Organization. In his academic work, he was Professor of Medicine at Harvard Medical School, and Professor of Law and Public Health at Harvard School of Public Health. Dr. Brennan received his M.D. and M.P.H. degrees from Yale Medical School and his J.D. degree from Yale Law School. He completed his internship and residency in internal medicine at Massachusetts General Hospital. He is a member of the Institute of Medicine of the National Academy of Sciences.



### **G. Steven Burrill**

G. Steven Burrill has been involved in the growth and prosperity of the biotechnology industry for over 40 years. An early pioneer, Mr. Burrill is one of the original architects of the industry and one of its most avid and sustained developers. He currently serves as Chairman of the Boards of Pharmasset (NASDAQ: VRUS), Biomagene and

NewBridge, and is a member of the Boards of Directors of Catalyst Biosciences, DepoMed (NASDAQ: DEPO), Ikano Therapeutics, Proteogenix, Proventys, Targacept (NASDAQ: TRGT) and XDx. Prior to founding Burrill & Company in 1994, he spent 28 years with Ernst & Young, directing and coordinating the firm's services to clients in the biotechnology/life sciences/high technology/manufacturing industries worldwide. In 2002, Mr. Burrill was recognized as the biotech investment visionary by the prestigious Scientific American magazine (The Scientific American 50), and in 2008, he received the BayBio Pantheon 2008 DiNA lifetime achievement award for his worldwide biotech leadership.

In addition to his work with leading life science companies, Mr. Burrill is a founder and currently serves as the Chairman of the Board of the Foundation for the National Medals of Science and Technology. Additionally, he serves as Chairman of the San Francisco Mayor's Biotech Advisory Committee (MAYBAC). Other not-for-profit activities include serving on the Boards of Directors of the Bay Area Science Infrastructure Consortium, BayBio, California Healthcare Institute (Emeritus), The Exploratorium, The Kellogg Center for Biotechnology, the University of Maryland Biotechnology Institute, the MIT Center for Biomedical Innovation, Kramden Institute, and the National Health Museum. He

also serves on the Purdue Discovery Park External Advisory Committee as well as the editorial board of the Journal of Commercial Biotechnology, is on the advisory board of the Center for Policy on Emerging Technologies (C-PET) and serves as an advisor to University of Illinois Institute for Genomic Biology, University of Wisconsin—College of Agriculture and Life Sciences, and Duke University, and is an adjunct professor at University of California, San Francisco.



### **Brook Byers**

Brook Byers has been a venture capital investor since 1972. He has been closely involved with more than fifty new technology based ventures, over half of which have already become public companies. He formed the first Life Sciences practice group in the venture capital profession in 1984 and led KPCB to become a premier venture capital firm in the

medical, healthcare, and biotechnology sectors. KPCB has invested in and helped build over 110 Life Sciences companies which have already developed hundreds of products to treat major underserved medical needs for millions of patients.

Brook was the founding President and then Chairman, of four biotechnology companies which were incubated in KPCB's offices and went on to become public companies with an aggregate market value over \$8 Billion. He is currently on the Board of Directors of ten companies, most recently joining CardioDX, Genomic Health Incorporated, Five Prime Therapeutics, OptiMedica, Pacific Biosciences, Inc., Tethys and XDx, Inc. He was formerly a Director of Idec Pharmaceuticals (Chairman), Athena Neurosciences (Chairman), Signal Pharmaceuticals, Arris Pharmaceuticals, Pharmacopeia, Onyx Pharmaceuticals, Hybritech (Chairman), Genprobe and others. These companies have pioneered the medical use of molecular biology, monoclonal antibodies, personalized medicine, molecular diagnostics and genomics.

Brook was President and a Director of the Western Association of Venture Capitalists. He is currently a Board member of the University of California at San Francisco Medical Foundation, the New Schools Foundation, Stanford's Bio-X Advisory Council and the Stanford Eye Council. He was Co-Chair of the five year, \$1.4 billion, UCSF Capital Campaign. In 2007, he was awarded the "UCSF Medal" as their honorary degree equivalent. In 2008, he was elected a Fellow of the American Academy of Arts and Sciences. In 2009, he received the Lifetime Achievement Award from the National Venture Capital Association.

He was formerly a Director of the Entrepreneurs Foundation, the California Healthcare Institute, the Asian Art Museum in San Francisco, the Stanford Graduate School of Business Advisory Council, That Many May See (UCSF) Vision Research Foundation (Chairman), the Georgia Tech

Advisory Board and was a founder of TechNet.

Raised in Atlanta, Georgia, Brook graduated in Electrical Engineering from Georgia Tech and received an MBA from Stanford.



### **Pierre Cassigneul**

Pierre Cassigneul is the CEO of XDx since 2003. Prior to this he was a partner with the consulting firm, Stone Bridge. Formerly he was at Becton Dickinson. As Vice President Diabetes Management, he led the company's efforts in entering the blood glucose monitoring market. Pierre also worked at Bayer where he was Senior VP and

General Manager of the Diabetes business unit, at Ortho (J&J) where he was VP and GM of the AIDS and Hepatitis Business Unit, and at Abbott where he held several US and European general management and marketing positions. Pierre has a management degree from the ESC Reims.



### **Brett Davis**

Brett Davis is a Senior Director in Oracle's Health Sciences Global Business Unit. In this role, Brett is responsible for shaping and driving Oracle's personalized healthcare strategy and solutions. He works closely with leaders in healthcare and life sciences to help them leverage innovative information technologies and applications to innovate

and grow.

In addition to his role at Oracle, he is on the Board of Directors of the Personalized Medicine Coalition, is on HRSA's Genetic Services Policy Project Advisory Panel, is a Strategic Advisor for the Ben and Catherine Ivy Foundation for glioma research, and has been an invited speaker at industry meetings on information technology's transformative role in the health sciences.

Prior to joining Oracle, Brett was a Business Unit Executive in IBM's Healthcare and Life Sciences business. In this role, he was involved in helping shape IBM's strategy for health analytics, clinical genomics, high performance scientific computing, biobanking and translational medicine. Prior to joining IBM, Brett led business development and marketing efforts at Genstruct, Inc., a Cambridge, MA based biotech. Previously he served as Senior Product Manager and Director of Marketing for Viaken Systems, Inc., where he helped develop and market bioinformatics and knowledge management solutions for pharmaceutical research.

Brett is a graduate of The Pennsylvania State University where he was enrolled in the accelerated Science BS/MBA Program, and graduated as the Eberly College of Science Student Marshall.



### **Susan Dentzer**

Susan Dentzer is the Editor-in-Chief of Health Affairs, the nation's leading journal of health policy, and an on-air analyst on health issues with The NewsHour with Jim Lehrer on the Public Broadcasting Service (PBS). Dentzer assumed the job of Editor-in-Chief on May 1, 2008, after a decade as the on-air health correspondent for The

NewsHour.

Prior to joining The NewsHour in 1998, Dentzer was chief economics correspondent and economics columnist for U.S. News & World Report, where she served from 1987 to 1997. Before joining U.S. News, Dentzer was at Newsweek, where she was a senior writer covering business news until 1987. Dentzer's work in television has included appearances as a regular analyst or commentator on CNN and The McLaughlin Group.

Among the many organizations with which she is involved, she is Chair of the Board of Directors of the Global Health Council, she is on the Board of Directors of the International Rescue Committee and heads its Health Committee which oversees the organization's health programs in 25 countries, she is a member of the Kaiser Commission on Medicaid and the Uninsured, and she is a member of the National Advisory Committee of the Robert Wood Johnson Foundation's Investigator Awards in Health Policy Research.

An alumna of Dartmouth College, Dentzer previously served on its Board of Trustees and was the Board's first female chair. She is a member of the Board of Overseers of Dartmouth Medical School and a former trustee of Dartmouth-Hitchcock Medical Center.

In 2009 Dentzer was elected to membership in the Institute of Medicine of the National Academy of Sciences.



### **Richard Ding**

Richard Ding has over 15 years of research and management experience in the pharmaceutical and diagnostics industry. As a member of the team at Myriad Genetics that cloned BRCA1 gene, he made significant contribution to the development of one of the first molecular genetic tests. Prior to joining bioMerieux, he took various cross-functional positions at Eli Lilly and company. In addition to his current role at bioMerieux as VP for Strategy and Business Development, Richard Ding serves as the CEO of bioTheranostics, a wholly-owned subsidiary of bioMerieux. Richard Ding holds an MBA from the University of Utah and received his undergraduate education at Fudan University, China.

*continued*

## Conference Speakers *continued*



### **Frank L. Douglas, PhD, MD**

Frank L. Douglas, PhD, MD, is a senior fellow at the Ewing Marion Kauffman Foundation, president and CEO of Austen BioInnovation Institute (Akron, Ohio), senior partner of PureTech Ventures (Boston, MA), and the founder and first executive director of the MIT Center for Biomedical Innovation. At MIT, he was the Professor of the Practice

in the MIT Sloan School of Management and also held appointments in the departments of biology, biological engineering, and the Harvard-MIT Division of Health Sciences and Technology.

Dr. Douglas was formerly executive vice president, chief scientific officer, and a member of the board of management of Aventis, where he headed drug innovation and approval, with global responsibilities for research, development, and regulatory and marketing support. A leader in innovation in pharmaceutical research and development, Dr. Douglas serves on multiple boards of directors, most recently joining that of the Multiple Myeloma Research Foundation.

Dr. Douglas is the recipient of the 2007 Black History Makers Award and has been honored twice as the Global Pharmaceutical R&D Director of the Year. He has also received the Medal of Honor and an Honorary Professorship from the Johann Wolfgang von Goethe University, Frankfurt, Germany.

Dr. Douglas holds a PhD in physical chemistry and a MD from Cornell University. He did his internship and residency in internal medicine at the Johns Hopkins Medical Institution and a fellowship in neuroendocrinology at the National Institutes of Health



### **Robert S. Epstein, MD**

Dr. Robert S. Epstein joined Medco in 1995 and has served as Medco's Senior Vice President of Medical & Analytical Affairs and Chief Medical Officer since 1997. In this capacity, he is responsible for formulary development, clinical guidelines, drug information services, accreditation oversight, and personalized medicine services. He is also

responsible for analysis and reporting for Medco's clients. Dr. Epstein was trained as an epidemiologist, and worked in public health and academia before joining the private sector. He is past elected President of the International Society of Pharmacoeconomics and Outcomes Research, and has served on the Board of Directors for the Drug Information Association. In 2008, Dr. Epstein was nominated and elected on to the Federal CDC EGAPP (Evaluation of Genomic Applications in Practice & Prevention) Stakeholder Committee, and the AHRQ CERT (Centers for Education and Research on Therapeutics) Committee. He has published

more than 50 peer reviewed medical articles and book chapters, and serves as a reviewer for several influential medical journals.



### **Lori M. Evans, M.P.H., MMP**

Lori M. Evans, M.P.H., MMP, Deputy Commissioner, Office of Health Information Technology Transformation, New York State Department of Health

Lori M. Evans is the Deputy Commissioner for the new Office of Health Information Technology Transformation, where she is responsible for leading State and private-sector

efforts to improve health care quality, accountability and efficiency through widespread deployment of health information technology.

Ms. Evans served as a senior adviser to Dr. David Brailer, the nation's first national coordinator for health information technology in the U.S. Department of Health and Human Services, and was responsible for launching landmark initiatives for the certification of health information tools, modernization of health information standards, nationwide information-sharing architectures, and evaluation of new policies for protecting consumer privacy. Most recently, she served as a Managing Director of Manatt Health Solutions, a national health care policy and business advisory division of Manatt, Phelps and Phillips, leading the health information technology practice. Additionally, she has held management positions at the eHealth Initiative and CareScience Inc. She has served as a senior consultant with the Permanente Medical Group, as well as a policy analyst and research scientist at the University of California San Francisco and the George Washington University.



### **John A. Fallon, MD, MBA, FACP**

John is responsible for ensuring the highest standards of medical care for our members. He is also accountable for helping expand health care strategies involving quality, effectiveness, efficiency and their relationships to new payment methodologies. He oversees the company's medical policies, acts as the main liaison with the plan's provider network,

reviews upcoming legislation for medical impact, manages the company's medical directors, acts as primary spokesperson for medical inquires and main medical contact with the Blue Cross Blue Shield Association and its 39 plans.

John practiced Internal Medicine for over 20 years. Additionally, he was previously CEO for the entire clinical enterprise at the State University of New York's Downstate Medical Center. His professional experience also includes the Partners Healthcare System, where he was Chairman of the physician network. He was also the founder and CEO of North Shore Health System, a large physician-hospital

organization in Massachusetts.

He serves on many boards; locally, among them are the Neighborhood Health Plan and the New England Healthcare Institute, nationally the NCQA Medical Standards, and Temple University School of Medicine Board of Advisors. Currently is co-chair of the State of Massachusetts Patient Centered Medical Home Initiative Coordination Council.

John is Board Certified in Internal Medicine, a Clinical Professor in the Graduate Program of Public Health at SUNY Downstate Medical Center College of Medicine and is a Fellow of the American College of Physicians.



#### **Jon Friedenberg**

Jon Friedenberg became a Vice President of El Camino Hospital in 2002. He has also played a leadership role in the creation of the South Asian Heart Center, The Fogarty Institute for Innovation and the Genomic Medicine Institute. Jon received his Bachelor of Arts from the University of California, Berkeley and a Master of Arts from the University of

California, Davis. Jon was also a Fellow with the California Healthcare Leadership College and the Wexner Heritage Foundation.



#### **John Glaser, PhD**

John Glaser, PhD, is Vice-President and Chief Information Officer, Partners HealthCare System, Inc. Previously, he was Vice-President, Information Systems at Brigham and Women's Hospital. Prior to Brigham and Women's Hospital, Dr. Glaser managed the Healthcare Information Systems consulting practice at Arthur D. Little.

Dr. Glaser was the founding Chairman of College of Healthcare Information Management Executives (CHIME) and is past President of the Healthcare Information and Management Systems Society (HIMSS). He is past-President of the eHealth Initiative and has been a member of the Board of the American Medical Informatics Association.

Dr. Glaser is a former member of the Board of the National eHealth Collaborative. He is the former co-Chair of the Board of the National Alliance for Healthcare Information Technology. He has been a Senior Advisor to the Deloitte Center for Health Solutions.

Dr. Glaser is a Senior Advisor, Office of the National Coordinator for Health Information Technology, HHS.

He is a fellow of HIMSS, CHIME and the American College of Medical Informatics. He has been awarded the John Gall award for healthcare CIO of the year. CHIME has established a scholarship in Dr. Glaser's name. He was elected to CIO Magazine's CIO Hall of Fame. Partners

HealthCare has received several industry awards for its effective and innovative use of information technology.

Dr. Glaser has published over one hundred and fifty articles and three books on the strategic application of information technology in healthcare.

He holds a Ph.D. in Healthcare Information Systems from the University of Minnesota.



#### **Gary L. Gottlieb, M.D., M.B.A.**

Gary L. Gottlieb, M.D., M.B.A., serves as President of Brigham and Women's/Faulkner Hospitals; a position he has held since March 1, 2002. He is a Professor of Psychiatry at the Harvard Medical School.

Partners HealthCare recruited Dr. Gottlieb to become the first chairman of Partners Psychiatry in 1998 and he served in that capacity through 2005. In 2000, he added the role of President of the North Shore Medical Center where he served until early 2002.

Prior to coming to Boston, Dr. Gottlieb spent 15 years in positions of increasing leadership in health care in Philadelphia. In 1983, he arrived at the University of Pennsylvania as a Robert Wood Johnson Foundation Clinical Scholar. Through that program, he earned an M.B.A with Distinction in Health Care Administration from Penn's Wharton Graduate School of Business Administration. He credits the program with building a foundation of interest in health policy, management and academic leadership.

Dr. Gottlieb went on to establish Penn Medical Center's first program in geriatric psychiatry and developed it into a nationally recognized research, training and clinical program. Dr. Gottlieb rose to become Executive Vice Chair and Interim Chair of Penn's Department of Psychiatry and the Health System's Associate Dean for Managed Care. In 1994, he became Director and Chief Executive Officer of Friends Hospital in Philadelphia, the nation's oldest, independent, freestanding psychiatric hospital.

In addition to his noteworthy academic, clinical and management record, Dr. Gottlieb has published extensively in geriatric psychiatry and health care policy. He is a past President of the American Association of Geriatric Psychiatry. Dr. Gottlieb received his BS cum laude from the Rensselaer Polytechnic Institute and his M.D. from the Albany Medical College of Union University in a six-year accelerated biomedical program. He completed his internship and residency and served as Chief Resident at New York University/Bellevue Medical Center.

Now, as a recognized community leader in Boston, Dr. Gottlieb also focuses his attention on workforce development and disparities in health care. He was appointed by Mayor Thomas Menino as Chairman of the Private Industry Council, the City's workforce development board, which partners with education, labor, higher education, the com-

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## Conference Speakers *continued*

munity and government, to provide oversight and leadership to public and private workforce development programs. In 2004-2005, he served as co-chair of the Mayor's Task Force to Eliminate Health Disparities.

Dr. Gottlieb is slated to become the President and CEO of Partners HealthCare System in January, 2010.

Brigham and Women's Hospital (BWH) is a 777-bed non-profit teaching affiliate of Harvard Medical School and a founding member of Partners HealthCare, an integrated health care delivery network. BWH is committed to excellence in patient care with expertise in virtually every specialty of medicine and surgery. The BWH medical preeminence dates back to 1832, and today that rich history in clinical care is coupled with its national leadership in quality improvement and patient safety initiatives and its dedication to educating and training the next generation of health care professionals. In July of 2008, the hospital opened the Carl J. and Ruth Shapiro Cardiovascular Center, the most advanced center of its kind. Through investigation and discovery conducted at its Biomedical Research Institute (BRI), BWH is an international leader in basic, clinical and translational research on human diseases, involving more than 860 physician-investigators and renowned biomedical scientists and faculty supported by more than \$416 M in funding. BWH is also home to major landmark epidemiologic population studies, including the Nurses' and Physicians' Health Studies and the Women's Health Initiative.



### **Daniel A. Haber, MD, PhD**

Dr. Haber was born in Paris, France, and received both his MD and PhD at Stanford University School of Medicine in 1983. He completed his internship and residency in internal medicine at Massachusetts General Hospital, followed by clinical oncology training at Dana-Farber Cancer Institute and post-doctoral research at MIT. Dr. Haber has

led a research team at MGH since 1991, with specific interests in the genetics of Wilms tumor and breast cancer. He was promoted to Professor of Medicine at Harvard Medical School in 2001 and appointed Director of the Massachusetts General Hospital Cancer Center in 2003. In 2008, he was appointed Investigator of the Howard Hughes Medical Institute.

Dr. Haber was elected to the American Society for Clinical Investigation (ASCI) in 1995 and the American Association of Physicians (AAP) in 2003. He is recognized for his scientific accomplishments in the genetics of cancer and he recently led the MGH team that discovered the link between mutations in the epidermal growth factor receptor gene and response of lung cancer to the new "targeted" drug gefitinib (Iressa). His laboratory has recently reported the application of genetic analysis of circulating tumor cells

in blood samples from patients with lung cancer, using a novel microfluidic technology. Dr. Haber received a "Dream Team Award" from the Stand Up To Cancer telethon to support development and application of this technology.



### **Richard G. Hamermesh**

MBA Class of 1961 Professor of Management Practice

Richard Hamermesh is the MBA Class of 1961 Professor of Management Practice at the Harvard Business School where he teaches in the MBA Program and is the Faculty Chair of the HBS Healthcare Initiative. Richard created and teaches the second-year MBA elective,

Entrepreneurship and Venture Capital in Healthcare.

Previously, he was the Course Head for the required first year course entitled The Entrepreneurial Manager. In addition Richard participates in several HBS Executive Education programs.

From 1987 to 2001, Richard was a co-founder and a Managing Partner of The Center for Executive Development, an executive education and development consulting firm. Prior to this, from 1976 to 1987, he was a member of the faculty of the Harvard Business School.

Richard is also an active investor and entrepreneur, having participated as a principal, director, and investor in the founding and early stages of over 20 organizations. These have included start-ups, leveraged buy-outs, industry roll-ups, and non-profit foundations. He was the founding president of the Newton (MA) Schools Foundation and served on the editorial board of the Harvard Business Review. He is currently on the Boards of one public and two private corporations, as well as two non-profit Boards. From 1991 to 1996, he was the founding Chairman of Synthes Spine, Inc. Richard is the author or co-author of five books, including *New Business Ventures* and *The Entrepreneur*. His best-known book, *Fad-Free Management*, was published in 1996. He has published numerous articles and more than 100 case studies. His most recent article, "Realizing the Potential of Personalized Medicine," appeared in the *Harvard Business Review* (October 2007). Richard received his AB from the University of California, and his MBA and DBA from HBS. He is married, has two children, and his hobbies include tennis, skiing, and yoga.



### **Arlene R. Hughes, PhD.**

Arlene R. Hughes, Ph.D. earned her Bachelor of Arts degrees in chemistry and biology at the University of Delaware. She then obtained her PhD in Pharmacology from the University of North Carolina at Chapel Hill and completed post-doctoral training in molecular pharmacology at the National

Institute of Environmental Health Sciences.

Dr. Hughes joined the pharmaceutical industry as a clinical research scientist and has held positions of increasing responsibility in the Neurosciences Clinical Development group at GlaxoSmithKline's legacy companies, Burroughs Wellcome and GlaxoWellcome. Twelve years ago, Arlene joined GlaxoSmithKline's Genetics group where she has worked with drug development teams to identify pharmacogenetic opportunities for a number of projects. She was integrally involved in GlaxoSmithKline's efforts to identify genetic risk factors for hypersensitivity to abacavir, a treatment limiting and potentially life threatening adverse event. This project successfully identified a genetic marker, HLA-B\*5701, associated with risk of abacavir hypersensitivity and demonstrated its clinical utility. Implementation of prospective screening and exclusion of HLA-B\*5701 positive patients from abacavir therapy has significantly reduced the incidence of abacavir hypersensitivity. In 2008, Arlene was appointed Genetics Therapy Area Head for Infectious Diseases where she supports GSK's portfolio of antibacterial, antiviral and diseases of the developing world compounds and marketed medicines.



**Dr. Gerardo Jimenez-Sanchez**

Dr. Gerardo Jimenez-Sanchez was born in Mexico City. He obtained his Medical Doctor degree from the National Autonomous University of Mexico (UNAM). He did his residency in Pediatrics at the National Institute of Pediatrics and earned his Ph.D. Degree in Human Genetics and Molecular Biology from the Johns Hopkins

University in Baltimore, MD, USA.

Dr. Jimenez-Sanchez is Professor of Genomic at the UNAM and Resident Investigator of the Mexican Health Foundation (FUNSALUD). He is also Director General of the National Institute of Genomic Medicine and affiliate member of the Institute of Genetic Medicine at Johns Hopkins University. His actual work focuses on the development of a national platform in genomic medicine for Mexico. This includes the conduction of major scientific research projects, including the production of the first haplotype map for the Mexican Mestizo population.

Dr. Jimenez-Sanchez is a certified pediatrician and a member of the Mexican Academy of Pediatrics, the National Academy of Medicine, the Mexican Society of Biochemistry and the American Societies of Human Genetics, Inborn Errors of Metabolism and Gene Therapy, the European Society of Inborn Errors of Metabolism and the Human Genome Organization (HUGO).

Dr. Jimenez-Sanchez work has resulted in the publication of articles and chapters in specialized journals and books. He received the Research in Pediatrics Award of the Society for Pediatric Research in 1999. Along with his colleagues David Valle and Barton Childs, he did the first medical

analysis of the human genome, published with the first draft of the human genome in 2001. He received the National Award in Clinical Investigation "Dr. Miguel Otero" from the Government of Mexico. In April of 2003, he was appointed Silanes Professor in Genomic Medicine. He is the regional editor for Latin America and the Caribbean of the Journal Genomic Medicine and charter member of the international Public Population Project in Genomics (P3G Consortium).



**David P. King**

David P. King is Chairman and Chief Executive Officer of Laboratory Corporation of America® Holdings (LabCorp). LabCorp, one of the world's largest clinical laboratories, has revenues of approximately \$4.5 billion (2008) and more than 28,000 employees nationwide.

Prior to becoming Chief Executive Officer on January 1, 2007, Mr. King served as LabCorp's Executive Vice President and Chief Operating Officer since 2005. Previously, he served as head of the Company's US LABS / Esoterix Division, one of the nation's leading specialty testing and cancer diagnostic laboratories, as well as Executive Vice President of Strategic Planning and Corporate Development. He is a member of the Company's Management Committee.

Mr. King initially joined LabCorp as Senior Vice President, General Counsel and Chief Compliance Officer in 2001 after working for many years with the Company as an outside counsel. Prior to joining the Company, he was a partner with Hogan & Hartson L.L.P. in Baltimore, Maryland from 1992 to 2001.

Mr. King is also on the board of The Personalized Medicine Coalition (PMC) which seeks to advance the understanding and adoption of personalized medicine concepts and products for the benefit of patients.

Mr. King, 53, holds an AB degree, cum laude, from Princeton University and a JD degree, cum laude, from the University of Pennsylvania Law School.



**Raju Kucherlapati, Ph.D.**

Raju Kucherlapati came to the United States in 1967 after receiving his B.S. in Biology at P.R. College, Kakinada, India and his M.S. in Biology at Andhra University, Waltair, India. He received his Ph.D. from the University of Illinois at Urbana and did his post-doctoral work in the lab of Frank Ruddle at Yale University. He was assistant professor

in the Department of Biochemical Sciences at Princeton University, then became professor in the Department of Genetics at the University of Illinois College of Medicine. In

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## Conference Speakers *continued*

1989 Dr. Kucherlapati went to the Albert Einstein College of Medicine where he was the Lola and Saul Kramer Professor of Molecular Genetics and Chairman of the Department of Molecular Genetics, a position he held for eleven years. In 2001 Dr. Kucherlapati became the Paul C. Cabot Professor of Genetics and Professor of Medicine at Harvard Medical School and was the first Scientific Director of the Harvard Medical School-Partners HealthCare Center for Genetics and Genomics (HPCGG).

At HPCGG Dr. Kucherlapati devoted his energies to advancing the cause of personalized medicine. Under his direction HPCGG launched initiatives that resulted in a large number of novel molecular diagnostics; built new information technology programs that captured the results of clinical and basic genetic research in structured formats that could then be applied meaningfully in clinical decision making that would benefit diagnosis, prognosis and treatment of patients. He also strengthened and developed new training and educational programs for physicians, scientists, healthcare professionals, patients, and others in human genetics and genomics and the application of genetics in healthcare. He stepped down as the Scientific Director of the Center in late 2008. He continues to promote personalized medicine in all of its facets at the national level.

Dr. Kucherlapati contributed to several different areas of research. These include gene targeting and homologous recombination, human gene mapping, generation of physical maps of the human genome with special emphasis on human chromosome 12, development of techniques to modify genes in mammalian cells and in cloning many human disease genes. To date he holds 12 patents. He was a member and Chair of several review committees at the NIH, was a member of the National Advisory Council for Human Genome Research at the National Human Genomics Research Institute, and was a co-chair of the steering committee for the National Cancer Institute's Mouse Models for Human Cancer Consortium. He served on the editorial board of the New England Journal of Medicine and was editor in chief of the journal Genomics. He is a fellow of the American Association for the Advancement of Science and a member of the Institute of Medicine of the National Academy of Sciences.

Dr. Kucherlapati was a founder of Cell Genesys, Abgenix and Millennium Pharmaceuticals. He currently serves on the boards of privately held AVEO Pharmaceuticals and Enlight Biosciences.



### **Lawrence J. Lesko, Ph.D., F.C.P.**

Lawrence J. Lesko, Ph.D., F.C.P. is the Director of the Office of Clinical Pharmacology (OCP) in the Center for Drug Evaluation and Research at the Food and Drug Administration (FDA) having served in this capacity since 1995. The main services of OCP are pharmacogenomics and individualiza-

tion of therapies, the analysis of dose-response and PK-PD data for the purpose of optimizing dose selection, the use of biomarkers to assist in benefit/risk assessments, making dosing adjustments for drug-drug interactions and in special populations (e.g., renal patients), evaluating benefit and risk in patient subsets defined by genomic factors, and individualizing drug therapy in product labels. The OCP also utilizes quantitative methods and drug-disease state-trial models to prospectively evaluate options for designing randomized clinical trials through simulation. Dr. Lesko is Chair of the FDA Pharmacogenomics Working Group and the Clinical Pharmacology Section of the Medical Policy Coordinating Committee in CDER, both of which are responsible for the development of guidances for industry and enabling of innovative technologies for drug development and re-labeling of approved medicines with genetic information. Dr. Lesko has served as the President of the American College of Clinical Pharmacology (ACCP) from 2004-2006. He has received the ASCPT Rawls-Palmer Progress in Medicine Award in March 2007, was honored with the University of North Carolina (UNC) Institute for Pharmacogenomics and Individualized Therapy Award for Clinical Service in May 2007, and was awarded the Nathaniel T Kwit Memorial Distinguished Service Award from ACCP in September 2007. He has been appointed as an Adjunct Professor in the Colleges of Pharmacy at the University of Florida, at University of North Carolina, Ohio State University, and at the University of Southern California. Dr. Lesko is an elected American Association of Pharmaceutical Scientist (AAPS) Fellow, a Fellow in the ACCP and a Japanese Society for the Study of Xenobiotics (JSSX) Fellow. He is Board Certified in Clinical Pharmacology by the American Board of Clinical Pharmacology. He has authored over 160 peer-reviewed manuscripts and is a frequent invited speaker nationally and internationally. His hobbies include motorcycles, scuba diving and underwater photography. He is a Divemaster certified by the Professional Association of Diving Instructors.



**Mark Levin**

Mark Levin co-founded Third Rock Ventures in May 2007 and focuses on the formation, development and business strategy of their portfolio companies as well as actively identifying and evaluating new investments. Mark has more than 25 years of experience building and operating leading biotech companies. After 10 years at Lilly and

Genentech, Mark was co-Founder of Mayfield Fund's life sciences effort where he was founding CEO of Turalik, Cell Genesys/Abgenix, Focal, Stem Cells and Millennium Pharmaceuticals. Mark was at Millennium as CEO for 12 years. Mark is a co-Founder of Young Entrepreneurs in Cambridge MA, a Member of the National Academy of Engineering and Member of Friends of Personalized Medicine.

Mark holds an M.S. in Chemical and Biomedical Engineering from Washington University and is a Board Member of Seventh Sense Pharmaceuticals, Constellation Pharmaceuticals, and DC Devices.



**Sharon Levine, MD**

Sharon Levine, MD, Associate Executive Director for The Permanente Medical Group of Northern California since 1991, has responsibility for clinical education, management training and leadership development for the group's physicians; government and community relations, health policy and external affairs; and pharmacy policy and drug use management.

A board certified pediatrician, Dr. Levine has held multiple leadership roles within the Medical Group, as well as academic appointments at Tufts University School of Medicine and Georgetown University School of Medicine, and spent two years as a Clinical Associate at the National Institutes of Health, Institute of Child Health and Human Development. Dr. Levine serves on the Boards of Directors of the Integrated Healthcare Association, the Public Health Institute of California, the California Association of Physician Groups (CAPG), The Reagan Udall Foundation, the Medical Board of California and the California Hospital Association, and is a member of the Committee on Evidence-Based Benefit Design of the National Business Group on Health. A native of Boston, Dr. Levine received her undergraduate degree from Radcliffe College at Harvard University, and her MD degree from Tufts University School of Medicine. Dr. Levine is married and lives in Palo Alto, California.



**Nick Littlefield**

Nick Littlefield, Partner and Chair, Government Strategies Group, at Foley Hoag LLP, a full service law firm located in Boston, Massachusetts and Washington, DC, concentrates his practice on subjects including, scientific innovation, biomedical research and development, personalized medicine, and health care technology. He specializes in regulatory, administrative, legislative and policy issues for large and small companies, non-profit organizations and trade associations. Nick and his colleagues in the Foley Hoag Life Sciences Group work with clients on regulatory matters before federal and state agencies including, the Centers for Medicare & Medicaid Services (CMS) and the Food and Drug Administration (FDA), as well as on legislative matters in the Congress.

For nine years until 1998, Nick served as Staff Director and Chief Counsel for the late Massachusetts Senator Edward M. Kennedy on the United States Senate Health, Education, Labor and Pensions Committee. During Mr. Littlefield's tenure with Senator Kennedy such legislative initiatives as, the Health Insurance Portability and Accountability Act (1996), the Children's Health Insurance Program ("CHIP") (1997), the National Institutes of Health Revitalization Act (1993), the Food & Drug Administration Modernization Act (1997), the Ryan White AIDS Care Act (1990), the Family and Medical Leave Act (1993), and American with Disabilities Act (1990), were enacted through the Committee.

Mr. Littlefield is a member of the board or advisory committee for a number of non-profit healthcare policy organizations, including the Blue Cross Blue Shield of Massachusetts Foundation, New England Healthcare Institute (Executive Committee and Chair, Policy Committee), Massachusetts General Hospital/Partners HealthCare System Institute for Health Policy (member of the Board of Advisors), Massachusetts Biotech Council (co-chair, Legal and Government Affairs Committee), and the Heller School of Social Policy, Brandeis (Board of Overseers). Previously, Mr. Littlefield taught at Harvard Law School as the Edward Johnson Lecturer on Law from 1978 to 1989, and served as chief counsel to the Massachusetts Special Anti-Corruption Commission from 1978 to 1980 and as Assistant U.S. Attorney for the Southern District of New York from 1972-1976. He received his AB from Harvard College and LLB from the University of Pennsylvania Law School.

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## Conference Speakers *continued*



### **Philip Ma**

Philip Ma is a Director in the Silicon Valley Office of McKinsey & Company, and the leader of its West Coast health-care practice. Philip has served health care clients in the U.S., Europe, and Japan. He has worked with leading players in the pharmaceuticals, biotechnology, and medical products sectors on a variety of strategic, organizational,

and operational issues. In addition, he has led or co-led many of the Firm's knowledge and external reputation building efforts in these areas.

Prior to joining McKinsey, Philip worked as a research scientist in the Department of Biology at the Massachusetts Institute of Technology, where he was involved in studying the atomic structures of proteins involved in gene regulation, using X-ray crystallography.

Philip holds a Ph.D. in biology from the Massachusetts Institute of Technology, an M.Phil. degree in economics from Oxford University, where he was a Rhodes Scholar, and an A.B. degree from Harvard University



### **Douglas J. Moeller MD**

Douglas J. Moeller, M.D., has been a Medical Director with McKesson Health Solutions since September 2003. His primary accountability involves the clinical integrity of KnowledgeBase development for McKesson claims auditing and advanced diagnostics management solutions. In addition, Dr. Moeller has major responsibilities in customer support, special projects, and new product development. He also has active relationships with multiple professional medical associations with a focus on clinical coding and claims processing. He has shared this subject matter expertise in these areas in published articles in national trade publications and appeared in a variety of conference forums.

Dr Moeller is a Board-certified General Internist and was in private medical practice for 13 years before his transition into managed care and medical informatics.



### **Lee N. Newcomer, MD, MHA**

Lee N. Newcomer, MD, MHA, is the Senior Vice President, Oncology for UnitedHealthcare. His unit is responsible for improving the quality and affordability of care for the 111,000 cancer patients covered by United Healthcare.

Prior to rejoining United Health Group (UHG), Dr. Newcomer was a founding executive of Vivius, a consumer directed venture that allowed consumers to create their own personalized health plans. From 1991 to 2000, Dr. Newcomer

held a number of positions at UHG, including Chief Medical Officer. His work there emphasized the development of performance measures and incentives to improve clinical care. Prior to joining UHG, he was Medical Director for CIGNA Health Care of Kansas City.

Dr. Newcomer is a board certified medical oncologist; he practiced medical oncology for nine years in Tulsa, Oklahoma and Minneapolis (Park Nicollet Clinic).

He is currently the Chairman of Park Nicollet Health Services, an integrated system of over 650 physicians and a 400 bed hospital. The group is nationally recognized for its leadership in quality, safety and lean processes.

Dr. Newcomer earned a Bachelor of Arts degree in biology from Nebraska Wesleyan University, an MD degree from the University of Nebraska College of Medicine, and an MS degree in health administration from the University of Wisconsin at Madison. He completed his internship and residency in internal medicine from the University of Nebraska Hospital, and fellowships in medical oncology and administrative medicine from the Yale University School of Medicine and the University of Wisconsin at Madison, respectively.



### **Sir Michael Rawlins**

Sir Michael Rawlins has been chairman of the National Institute of Health & Clinical Excellence (NICE) since its formation in 1999. He is an Honorary Professor at the London School of Hygiene and Tropical Medicine, University of London, and Emeritus Professor at the University of Newcastle upon Tyne. He was the Ruth and Lionel

Jacobson Professor of Clinical Pharmacology at the University of Newcastle upon Tyne from 1973 to 2006. At the same time he held the position of consultant physician and consultant clinical pharmacologist to the Newcastle Hospitals NHS Trust. He was vice-chairman (1987-1992) and chairman (1993-1998) of the Committee on Safety of Medicines; and chairman of the Advisory Council on the Misuse of Drugs (1998-2008).



### **Marc S. Sabatine, MD, MPH**

Marc S. Sabatine, MD, MPH is an Investigator in the Thrombolysis in Myocardial Infarction (TIMI) Study Group, an Associate Physician in Cardiovascular Medicine at Brigham and Women's Hospital, and an Assistant Professor of Medicine at Harvard Medical School.

Dr. Sabatine graduated magna cum laude in Biochemical Sciences from Harvard College and received his medical degree magna cum laude from Harvard Medical School. He did his Internal Medicine resi-

gency and Cardiology clinical fellowship at the Massachusetts General Hospital and his research fellowship at TIMI. He received a Master of Public Health degree from the Harvard School of Public Health.

Dr. Sabatine is an NIH R01-funded investigator whose research focuses on optimizing the treatment of patients with acute coronary syndromes through (1) clinical trials of novel pharmacotherapies, (2) application of proteomics and metabolomics for discovery of biomarkers for risk stratification, and (3) tailoring of therapy using pharmacogenetics. Dr. Sabatine has published extensively in these fields and has authored ~100 original research articles. He has been awarded the American College of Cardiology Zipes Distinguished Young Scientist Award.



#### **Vance Vanier, M.D.**

Dr. Vance Vanier is the Chief Medical Officer of Navigenics and a clinical faculty member of Stanford University Medical Center. As a former partner at venture capital firm, Mohr Davidow Ventures, he has spent years in the molecular diagnostics industry bringing new genomic technologies into clinical practice. Dr. Vanier received his medical degree from the

Johns Hopkins School of Medicine and did his residency training at the University of California, San Francisco, and Highland Hospital in Oakland, Calif. He serves as a member of the Personalized Medicine Coalition's Clinical Science Committee, Stanford Hospital's Pharmacy and Therapeutics Committee, and the American College of Preventive Medicine. During his medical career, he has had a strong commitment to international medicine — including traveling to Kosovo after the war to work with the World Health Organization in creating the nation's first ambulance system. He received an MBA from Stanford University, as well as dual bachelor's degrees with honors.

#### **Sheila D. Walcoff**

Sheila D. Walcoff is a partner in the law firm of McDermott Will & Emery LLP, based in the Firm's Washington, DC office. Sheila is a member of the Health Law Department and the Firm's Life Sciences Government Strategies Practice Group. In 2008, Sheila was appointed to the U.S. Department of Health and Human Services (HHS) Secretary's Advisory Committee on Genetics, Health, and Society (SACGHS). A recognized health policy expert, Sheila focuses her practice on personalized medicine and other federal regulatory and science policy matters. She counsels a broad range of clients, including pharmaceutical and biotechnology companies, specialized laboratories, science and technology start-ups, and associations/ coalitions on policy, government affairs advocacy, business strategy, and communications.

Sheila has significant federal health policy, communications, legislative/regulatory, and management experience. She served as Counselor to the Secretary of the U.S. Department

of Health and Human Service (HHS) As Counselor, Sheila advised the HHS Secretary, the White House, and other government agencies on all science and public health policy, management, communications and budget matters, including personalized medicine. She developed and directed major HHS and Administration initiatives, including personalized health care, genomics and information technology, prevention, World Trade Center responder health care and HIV/AIDS initiatives.

Sheila earned her J.D. in 1993 from the Georgetown University Law Center and is affiliated with The Federalist Society for Law & Policy, the American Health Lawyers Association, the American Bar Association, and the American Veterinary Medical Law Association.



#### **Scott T. Weiss, M.D., M.S.**

Scott T. Weiss, M.D., M.S. is the Interim Director of Partners HealthCare Center for Personalized Genetic Medicine. He serves as Director of the Center for Genomic Medicine (Department of Medicine, Brigham & Women's Hospital) and Associate Director, Channing Laboratory, and Professor of Medicine at Harvard Medical School. In this capacity, he leads

a 25 investigator, 110 person research group examining the environmental and genetic origins of asthma and COPD.

He has authored or coauthored over 500 publications and four books in the area of asthma and COPD risk factors, natural history, and genetics. His initial work concerned the role of airways responsiveness and environmental tobacco smoke exposure in asthma and COPD, the effect of allergen exposure and airways responsiveness on markers of inflammation and the combined effect of these factors on the development of COPD. In 1996, he developed a strong interest in the genetics of asthma and his recent work has focused on this, and novel environmental exposures such as vitamin D and the bowel flora. His laboratory is the only laboratory in the world that has active NIH research in the areas of asthma genetics, asthma pharmacogenetics, and COPD genetics. He is the principal investigator or co-investigator on a total of six separate NHLBI-funded grant proposals in the area of the genetics of asthma and Asthma Pharmacogenetics, including a MERIT award.

Dr. Weiss has international research experience in China, The United Kingdom, Norway, Mexico, Costa Rica, and the Netherlands. Dr. Weiss is Principal Investigator of a long standing T-32 Training grant (HL-07427). Dr. Weiss has had 27 trainees in the last 15 years, 25 of whom are still in academic medicine. He has served in an administrative capacity with the NHLBI including the Special Emphasis Panel on the Use of NHLBI Specimens, the Oversight Committee for the Collaborative Study on the Genetics of Asthma, the NHLBI Genotyping Service Study Section, the T-32 review study section, and the oversight committee for the NHLBI re-sequencing and genotyping facility.

ALTERNATIVE THINKING ABOUT HEALTH AND LIFE SCIENCES:

## The healthier the system, the healthier the patients.



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## What does it take to meet today's healthcare challenges?



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At Siemens, we are devoted to bringing you the science you need to dream big—redefine early detection, develop innovative treatments, deliver truly personalized care. We are dedicated to improving the health and well-being of patients. And we're committed to helping you every step of the way. Siemens is proud to sponsor the 2010 Personalized Medicine Conference. [www.usa.siemens.com/healthcare](http://www.usa.siemens.com/healthcare) 1-888-826-9702

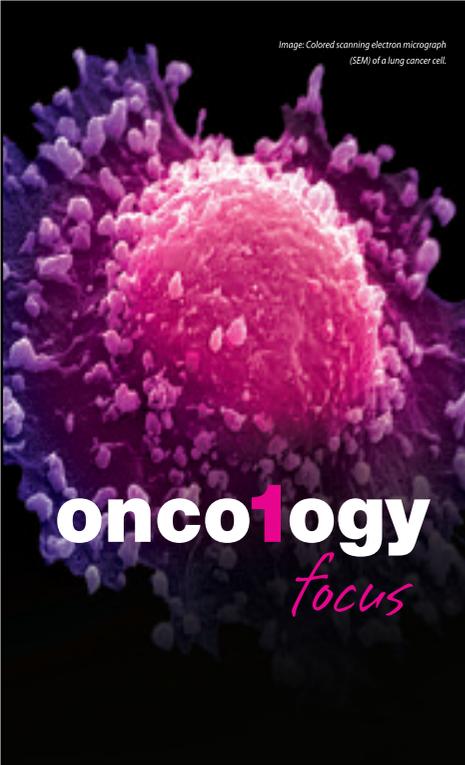
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Image: Colored scanning electron micrograph (SEM) of a lung cancer cell.



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# Advancing patient care THROUGH **theranostics**

bioMérieux is a global leader in *in vitro* diagnostics, committed to making personalized medicine a reality by building partnerships to develop theranostics for infectious diseases, cancer and cardiovascular diseases.

bioMérieux has made a sustained investment in high medical value biomarkers through in-house R&D programs, licensing and research collaborations.

Theranostics development also leverages bioMérieux's unique hybrid business strategy: the high complexity CLIA lab of its subsidiary, **bioTheranostics**, allied with bioMérieux's global IVD business, supports aggressive development timelines while ensuring test availability wherever the drug is sold.

With products in over 150 countries, a successful portfolio of theranostics collaborations and the experience of bringing hundreds of diagnostics to global markets, bioMérieux makes a compelling partner.

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## Expanding Our Focus

**Endo is proud to sponsor the 2009 Personalized Medicine Conference: The Time is Now**

Endo Pharmaceuticals is redefining its position in the marketplace by embracing the evolution of healthcare and the urgent need for high-quality and cost-effective care. Our company is expanding to bring new therapies to patients, new treatment approaches to physicians and better outcomes to managed care providers. We strive to be the premier partner to healthcare professionals and payers by delivering an innovative suite of diagnostics, drugs, devices and clinical data to meet the needs of patients with a variety of conditions.

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## Helping make personalized medicine a reality:

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Marker Discovery ..... Analytical Testing ..... Clinical Trials ..... Clinical Testing

### Outcome Improvement Programs

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- **Kidney Stone Recurrence**
- **Chronic Kidney Disease**

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A horizontal banner with a light beige background. On the left side, there is a large, faint, stylized white icon of a person with arms raised, set against a circular backdrop. The text is positioned to the right of this icon. The banner is framed by teal and yellow-orange horizontal stripes at the top and bottom.

**Personalized Medicine Coalition**  
An opportunity to transform healthcare

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The Personalized Medicine Coalition, representing a broad spectrum of academic, industrial, patient, provider, and payer communities, seeks to advance the understanding and adoption of personalized medicine concepts and products for the benefit of patients.



# LABORATORY FOR MOLECULAR MEDICINE

*A diagnostics laboratory  
created by*

  
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HEALTHCARE

CENTER FOR PERSONALIZED  
GENETIC MEDICINE

*Bringing genetics to medicine*

<http://pcpgm.partners.org/LMM>

## Partners HealthCare Center for Personalized Genetic Medicine

The Partners HealthCare Center for Personalized Genetic Medicine (PCPGM) was launched in 2001 as the Harvard Medical School-Partners HealthCare Center for Genetics and Genomics. Its new name was adopted in late 2008 to reflect a heightened focus on translational issues related to moving genetics and genomics into clinical practice. Its purposes from its founding have been to promote genetics and genomics in research and clinical medicine and to help realize the promise of personalized medicine by accelerating the integration of genetic knowledge into clinical care throughout the Partners HealthCare System (PHS) and in healthcare nationally and globally. PCPGM is accomplishing its mission by supporting and facilitating:

- pursuing important discoveries that will enable advancing the knowledge of how genetics affects human health and disease
- offering genetic-based diagnostic testing and developing new tests through a CLIA- and state-approved Laboratory for Molecular Medicine
- developing an IT infrastructure to integrate genetic and genomic data into clinical decision support systems
- educating practicing clinicians, investigators, health care professionals

Personalized medicine is the ability to determine an individual's unique molecular characteristics and to use those genetic distinctions to diagnose more finely an individual's disease, select treatments that increase the chances of a successful outcome and reduce possible adverse reactions. Personalized medicine also is the ability to predict an individual's susceptibility to diseases and thus to try to shape steps that may help avoid or reduce the extent to which an individual will experience a disease.

For personalized medicine to be a fully functioning reality at the clinical level, certain elements are essential: an electronic medical record, personalized genomic data available for clinical use, physician access to electronic decision support tools, a personalized health plan, personalized treatments, and personal clinical information available for research use. Partners HealthCare has made a firm commitment to the principles of personalized medicine and to the importance of genetics and genomics in delivering the best care of patients. PHS also has committed to ensuring that the features above are or will be available.

The essential feature of the revolution in genetics and genomics has been an explosion in the amount of data available for use in translational research. This massive data profusion

has enhanced our ability to predict clinical phenotypes and to predict clinical outcomes on the basis of genome scale data. However, to be able to do this sort of prediction investigators need several tools. First, they need a robust bioinformatics infrastructure with secure pipelines and robust algorithms for data cleaning and manipulation. Second, they need very strong bioinformatics platforms for data analysis and data management. Third, they need access to large numbers of very well phenotyped patients. Fourth, they need access to the genomic platforms to create genomic scale data on these patients for prediction of clinical outcomes. Finally, they need novel statistical and bioinformatics methods to analyze these data for predictive medicine. PCPGM makes all of these resources available to Partners investigators through a highly developed infrastructure consisting of bioinformatics and genetic statistics; biosample repository; core sequencing, genotyping and GeneChip® and microarray laboratories; and information technology services.

For more information about PCPGM, please visit <http://pcpgm.partners.org>

## Harvard Business School

Harvard Business School's mission is to train business leaders in all industries. Healthcare, a \$2 trillion industry, has become one of the school's key priorities. The Healthcare Initiative at HBS was launched in 2005 to bring together the extensive research, thought leadership, and interest in the business and management of healthcare that exists at HBS.

Healthcare research at HBS focuses on entrepreneurship, innovation and disruption. Faculty and students seek to understand and identify new products, services and delivery methods that will help to reshape the industry. HBS believes this focus on "creative destruction" will result in business

models that offer the hope of improved outcomes, reduced costs, streamlined systems, and enhanced services.

Personalized medicine presents tremendous opportunities in healthcare and has garnered much attention at HBS. With its expertise in technology, commercialization, and business model development, HBS can play a critical role in the widespread adoption of personalized medicine applications.

For more information about the HBS Healthcare Initiative, please visit [www.hbs.edu/healthcare](http://www.hbs.edu/healthcare).

## Wireless Login

Locate the wireless entry point on your device labeled "HMS Public." Once connected, your browser will automatically take you to a Terms of Use page. Click on the Accept button to agree.

## Lunch Table Discussions

Attendees should remain at their tables following the luncheon for a discussion about one or more of the topics below. The assigned table chair should lead the discussion. If there are two co-chairs at one table, each should take equal time to lead the discussion. The chair/co-chair or her/his designee will summarize the main points of the discussion and add this summary, limited to 200 words, to the conference website blog. Summaries should be added using a device belonging to one of the table members and should be posted by 3:15 p.m. on Wednesday, November 18. The summary page should include the names and companies of those at the table who participated in the discussion.

1. Public Policy – What is the role of personalized medicine within the framework of current healthcare reform?
2. Comparative Effectiveness Research (CER) – What is the role of CER in personalized medicine?
3. Reimbursement – Who should take the lead – CMS, payers, consumers?
4. Consumers – What is the role of consumers in personalized medicine?

### DIRECTIONS FOR TABLE DISCUSSION CHAIRS TO POST DISCUSSION SUMMARIES TO BLOG

Go to [www.personalizedmedicineconference.org/admin](http://www.personalizedmedicineconference.org/admin)

Enter Email: [table discussion chair's email address]

Enter Password: PMConf09

Click Sign On

Check the box to "I agree to these terms"

Click Continue

Click on the Blog icon

At the top right of the screen, click the gray add a new entry button

For Category: November 18 Table Discussions

For Entry Name: Table [#] [topic] Discussion, e.g. Table 14 Public Policy Discussion

For Entry, type the summary of your table discussion, limited to 200 words or fewer

Click Add Entry

"Table [#] [topic] Discussion blog added successfully" should show up in red

To confirm, click view next to your entry

Click Sign off

## Audience Response System

We will be using an audience response system during this year's meeting in an effort to make the conference more interactive and inclusive of the audience. Please pick up a wireless keypad when you enter the amphitheater before each session. During panels, moderators will pose questions for the audience, to which you should respond using the keypad. Compiled results will be displayed promptly, which we hope will fuel further discussion. Keypads must be returned at the end of each session. The system will only be used in the amphitheater and not in the lunchtime rooms.

# Conference Organizing Committee

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Interim Scientific Director, Partners  
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## COMMITTEE MEMBERS EX OFFICIO

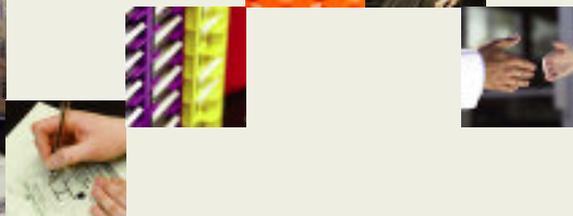
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# PERSONALIZED MEDICINE: *The Time is Now*



**Scott Weiss, M.D., M.S.**

Interim Scientific Director, Partners HealthCare Center for Personalized Genetic Medicine  
Professor of Medicine, Harvard Medical School, Brigham and Women's Hospital

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## SAVE THE DATE

6th Annual Personalized Medicine Conference  
November 17-19, 2010 \*

\* Conference will be either 17-18 or 18-19