

Personalized Medicine Coalition Fact Sheet

What is the Personalized Medicine Coalition?

The Personalized Medicine Coalition (PMC), 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. By employing new methods of molecular analysis to better manage a patient's disease or predisposition towards a disease, personalized medicine aims to achieve optimal medical outcomes by helping physicians and patients choose the disease management approaches likely to work best in the context of a patient's genetic and environmental profile.

The Coalition seeks to promote discussion and understanding that will lead to the development of sound public policy on matters that will affect the realization of the promise of personalized medicine.

The PMC has four goals:

- Provide opinion leadership with respect to the evolving discussion of public policy issues that affect personalized medicine;
- Help educate the public, policymakers, government officials and private sector healthcare leaders about the public and personal health benefits of personalized medicine;
- Serve as a forum for identifying and informing others of those public policies that may impede the ability to deliver the promise of personalized medicine; and
- Create a structure for achieving consensus positions on crucial public policy issues and supporting changes needed to further the public interest in personalized medicine.

What are the benefits of membership?

Members of the PMC join us in working to accelerate the adoption of personalized medicine. Our members participate on our committees, attend our events, develop networking and business development opportunities and contribute to a unique organization that is positioned to ensure that public opinion and public policy are aligned.

By joining the PMC, organizations gain the opportunity to advance and shape the future of personalized medicine by:

- Identifying and building consensus on the most important issues
- Forging relationships with other stakeholders
- Sharing best practices
- Creating a favorable public policy environment for the advancement of this field

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Who joins the PMC?

PMC membership encompasses a broad spectrum of academic, industrial, patient and healthcare provider constituencies. Membership is open, but not limited, to universities and academic medical centers, non-profit research entities, relevant trade associations, patient advocacy groups, government officials (ex-officio), healthcare organizations, healthcare providers, payers, information technology companies and research-based commercial companies that offer an array of products and services including research tools, diagnostic technologies and products, screening services and therapeutic interventions.

What are the PMC's Programs?

The PMC holds both members-only and public meetings, exploring the issues in personalized medicine that may require new or revised policies.

Selected past programs have included leaders from every part of the healthcare enterprise, including:

- Brook Byers, Kleiner Perkins Caufield & Byers
- Carolyn Clancy, M.D., Agency for Healthcare Research and Quality
- Francis S. Collins, M.D., Ph.D., National Human Genome Research Institute
- Harvey V. Fineberg, M.D., Ph.D., Institute of Medicine
- Newt Gingrich, Center for Health Transformation
- Raju Kucherlapati, Ph.D., Harvard-Partners Center for Genetics and Genomics
- Eric Lander, Ph.D., Broad Institute
- Michael O. Leavitt, U.S. Department of Health and Human Services
- Mark Levin, Millennium Pharmaceuticals
- Mark McClellan, M.D., Ph.D., The Brookings Institution
- Elizabeth Nabel, M.D., National Heart, Lung, and Blood Institute
- George Poste, D.V.M., Ph.D., The Biodesign Institute at Arizona State University
- W. J. Billy Tauzin, PhRMA
- Andrew C. von Eschenbach, M.D., U.S. Food and Drug Administration
- Janet Woodcock, M.D., U.S. Food and Drug Administration

What will the PMC Do?

As a rapidly emerging field with the potential to profoundly change the way medical treatments are discovered and used, personalized medicine has numerous implications — from regulations about drug approval, to laws about healthcare privacy, to policies regarding reimbursement. These implications deserve careful exploration and discussion.

The PMC works with existing organizations to improve understanding of personalized medicine and the interrelated issues that it raises, in a way that avoids duplication of efforts and leverages their activities. It also allows federal and state policy makers to participate in this educational process with private sector healthcare leaders, helping all to better understand the science and the policy issues.