

# Membership Kit

The Personalized Medicine Coalition, representing scientists, patients, providers and payers, promotes the understanding and adoption of personalized medicine concepts, services and products to benefit patients and the health system.

## Table of Contents

*Click on the links below:*

[Letter from the President](#)

[About the PMC](#)

[Membership Application](#)

[Member List](#)

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Pfizer

**Nancy Simonian, M.D.**  
Millennium: The Takeda Oncology Company

**Dietrich Stephan, Ph.D.**  
The Institute for Individualized Health

**Phyllis Whiteley, Ph.D.**  
Mohr Davidow

1225 New York Avenue, NW, Suite 450  
Washington, DC 20005

Dear Colleague:

High on the list of breakthroughs expected to transform medicine is the advent of personalized medicine -- the use of new methods of molecular analysis to better manage a patient's disease or predisposition to disease. Personalized medicine, most observers believe, is likely to change the way drugs are developed and medicine is prescribed.

Nevertheless, the regulatory and financial systems that will support personalized medicine are not yet in place. The mission of the Personalized Medicine Coalition (PMC) is to build the foundation that underpins the advancement of personalized medicine as a viable solution to the challenges patients, physicians and society face, including efficacy, safety and cost.

The PMC, an education and advocacy organization dedicated to advancing the understanding and adoption of personalized medicine, was launched at the end of 2004 to educate the public and policymakers, and to promote new ways of thinking about health care. It provides a forum where interested parties -- pharmaceutical, biotechnology, information technology, diagnostic companies, academic health centers, health care providers, insurance companies, medical societies, patient advocacy groups and governmental agencies -- can consider the public policy issues that, along with science and investment, will determine personalized medicine's future.

We invite your institution to become a member of the PMC and join us in working to accelerate the adoption of personalized medicine.

As a PMC member, you will be able to participate on our committees, attend our events, generate networking and business development opportunities, and, most importantly, contribute to a unique organization that is positioned to ensure that public opinion and policy are aligned with personalized medicine's new emerging scientific paradigms. With your leadership, we can ensure that the promise and potential of personalized medicine will be realized.

For more information about membership and participation, please visit our website at [www.PersonalizedMedicineCoalition.org](http://www.PersonalizedMedicineCoalition.org), or contact me directly.

Sincerely yours,



Edward Abrahams, Ph.D.  
President

Phone 202-589-1770

Fax 202-589-1778

[PersonalizedMedicineCoalition.org](http://PersonalizedMedicineCoalition.org)

[info@PersonalizedMedicineCoalition.org](mailto:info@PersonalizedMedicineCoalition.org)

## About the Personalized Medicine Coalition

### 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.

As defined by the President's Council of Advisors on Science and Technology, "Personalized Medicine" refers to the tailoring of medical treatment to the individual characteristics of each patient...to classify individuals into subpopulations that differ in their susceptibility to a particular disease or their response to a specific treatment. Preventive or therapeutic interventions can then be concentrated on those who will benefit, sparing expense and side effects for those who will not.

PMC seeks to create a friendlier environment for the advancement of personalized medicine. The coalition addresses policy, business, technology and other issues critical to the advancement of personalized medicine. It focuses on regulation, reimbursement and educating decision makers about personalized medicine. Based on the diversity of its membership, PMC has established a convincing voice shaping policy about and increasing investment in personalized medicine.

The organization:

- Provides opinion leadership with respect to the evolving discussion of public policy issues that affect personalized medicine;
- Helps educate the public, policymakers, government officials and private sector health care leaders about the public and personal health benefits of personalized medicine;
- Serves 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
- Creates 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. Members also receive a free one-year subscription to *Personalized Medicine*, an international peer-reviewed journal that covers science, business and policy issues.

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#### *Board of Directors*

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Oncology Company  
Moffitt Cancer Center  
Mohr Davidow  
The Ohio State University  
On-Q-ity  
Oracle Health Sciences  
Pfizer  
PhRMA  
XDx

For membership information,  
please contact:

**Edward Abrahams, Ph.D.**  
Personalized Medicine Coalition  
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Suite 450  
Washington, DC 20005  
Phone 202-589-1770  
Fax 202-589-1778  
eabrahams@  
PersonalizedMedicineCoalition.org

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

### Who joins the PMC?

PMC membership encompasses a broad spectrum of academic, industrial, patient and health care provider constituencies. Membership is open, but not limited, to universities and academic medical centers, non-profit research entities, relevant trade associations, patient advocacy groups, health care organizations, health care 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.

Programs have featured leaders from every part of the health care sector, 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 Institutes of Health
- Denis A. Cortese, M.D., Mayo Clinic
- Victor Dzau, M.D., Duke University
- Harvey V. Fineberg, M.D., Ph.D., Institute of Medicine
- Margaret Hamburg, M.D., U.S. Food and Drug Administration
- Raju Kucherlapati, Ph.D., Harvard-Partners Center for Genetics and Genomics
- Michael O. Leavitt, U.S. Department of Health and Human Services
- Mark McClellan, M.D., Ph.D., The Brookings Institute
- Elizabeth Nabel, M.D., National Heart, Lung, and Blood Institute
- W. J. Billy Tauzin, PhRMA
- Ralph Snyderman, M.D., Duke University/Proventys
- Andrew C. von Eschenbach, M.D., U.S. Food and Drug Administration
- Janet Woodcock, M.D., U.S. Food and Drug Administration



ESSENTIAL CONTACTS

**Working Contact** Name \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

**Dues Contact** Name \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

**President/CEO** Name \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

**PMC COMMITTEES -- Involvement is open to all dues-paying members. Participation on multiple committees from individual companies and institutions is encouraged.**

**The Clinical Science Committee** evaluates the emerging applications of science and technology in personalized medicine and serves as an advisory resource for other committees and for the PMC. It helps guide policies that govern communications and programs related to personalized medicine in an effort to advance it in the public sphere.

**Clinical Science** Name \_\_\_\_\_ Title \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

**The Public Policy Committee** governs, under a set of rules previously established by the PMC Board, the adoption of all of the organization's public policy positions, and oversees the strategies by which they are communicated to target audiences, including all branches of the federal government as well as other non-governmental agencies.

**Public Policy** Name \_\_\_\_\_ Title \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

If you have additional contacts that wish to receive correspondence from PMC, please attach a separate sheet.

Mail completed application and payment to:  
**Personalized Medicine Coalition**  
1225 New York Avenue, N.W., Suite 450  
Washington, DC 20005  
Phone 202-589-1770  
eabrahams@PersonalizedMedicineCoalition.org

## Personalized Medicine Coalition Members

### *CLINICAL LABORATORY TESTING SERVICES*

Genelex Corporation  
Iverson Genetic Diagnostics, Inc.  
Laboratory Corporation of America Holdings (LabCorp)  
Laboratory for Personalized Molecular Medicine  
Quest Diagnostics

### *DIA GNOSTIC COMPANIES*

AdvanDx  
Agendia BV  
Almac Diagnostics  
Aperio  
AssureRx Health, Inc.  
ASURAGEN, Inc.  
Axial Biotech, Inc.  
BD (Becton, Dickinson and Company)  
Biodesix  
BioMarker Strategies  
bioMérieux  
BioStat Solutions, Inc.  
Brain Resource Company Limited  
CardioDx, Inc.  
Caris Life Sciences  
Celera  
Crescendo Bioscience, Inc.  
Curidium Medica  
Cylex Inc.  
Dako Denmark A/S  
deCode Genetics, Inc.  
Expression Analysis, Inc.  
Fly Life Spa.  
Foundation Medicine, Inc.  
Gen-Probe Incorporated  
Genomic Health, Inc.  
Gentris Corporation  
HistoRx  
Integrated Diagnostics  
Interleukin Genetics, Inc.  
Intervention Insights  
Invivoscribe Technologies, Inc.  
LineaGen, Inc.  
Luminex Corporation  
MolecularMD  
Nodality

### *DIA GNOSTIC COMPANIES continued*

On-Q-Ity  
PGx Health (A Division of Clinical Data, Inc.)  
Prognomix Inc.  
Proventys  
QIAGEN, Inc.  
RedPath Integrated Pathology, Inc.  
Rosetta Genomics  
Saladax Biomedical, Inc.  
Siemens Medical Solutions  
SomaLogic, Inc.  
SureGene, LLC  
SurExam  
TeLand Expression  
Telome Health, Inc. (THI)  
Tethys Bioscience  
Transgenomic, Inc.  
Verinata Health, Inc.  
VitaPath Genetics, Inc.  
XDx Inc.

### *EMERGING BIOTECH/ PHARMA CEUTICAL COMPANIES*

Alper Biotech, LLC  
ARCA biopharma, Inc.  
Asterand  
BIOCRATES Life Sciences AG  
Cabernet Pharmaceuticals, Inc.  
Genomind, LLC.  
KineMed, Inc.  
Neogenix Oncology, Inc.  
PamLab, LLC  
Selventa

### *HEALTH INSURANCE COMPANIES*

Aetna  
CVS Caremark  
Generation Health, Inc.  
Humana Inc.  
Medco Health Solutions, Inc.

### *INDUSTRY & TRADE ASSOCIATIONS*

AdvaMed (Advanced Medical Technology Association)  
American Clinical Laboratory Association  
Association of Medical Diagnostics Manufacturers (AMDM)  
BIO (Biotechnology Industry Organization)  
PhRMA

***IT/INFORMATICS COMPANIES***

5AM Solutions, Inc.  
CTIS, Inc.  
GenomeQuest, Inc.  
HP Health and Life Sciences  
IBM Healthcare and Life Sciences  
Lead Horse Technologies, Inc.  
LIFE Biosystems  
McKesson  
Oracle Health Sciences  
SAIC Health Solutions  
UNICconnect  
XIFIN, Inc.

***LARGE BIOTECH/  
PHARMA CEUTICAL COMPANIES***

Abbott  
AMGEN, Inc.  
Astellas Pharma Global Development  
Boehringer-Ingelheim Pharmaceuticals, Inc.  
Bristol-Myers Squibb Company  
Eli Lilly and Company  
Endo Pharmaceuticals  
GE Healthcare  
Genzyme Corporation  
GlaxoSmithKline PLC  
Johnson & Johnson  
Merck  
Millennium: The Takeda Oncology Company  
Novartis  
Pfizer Inc  
Sanofi

***PATIENT ADVOCACY GROUPS***

Alliance for Aging Research  
Genomix Canada  
International Cancer Advocacy Network (“ICAN”)  
Malignant Hyperthermia Association of the US  
Multiple Myeloma Research Foundation  
National Alliance for Hispanic Health  
National Brain Tumor Society

***PERSONALIZED MEDICINE SERVICE  
PROVIDERS***

23andMe, Inc.  
DNA Direct, Inc.  
GHC Genetics Ltd.  
Informed Medical Decisions, Inc.  
Michael J. Bauer, MD & Associated, Inc.  
Navigenics, Inc.  
Pathway Genomics Corporation

***RESEARCH & EDUCATIONAL  
INSTITUTIONS***

American Association for Cancer Research  
American Institute for Medical and Biological  
Engineering (AIMBE)  
American Medical Association  
American Society of Human Genetics (ASHG)  
Association for Molecular Pathology (AMP)  
Brown University  
Cardiovascular Research Center / Mount Sinai  
School of Medicine  
Catholic Health Initiative’s Center for  
Translational Research  
Cepmed  
Children’s Hospital & Research Center Oakland  
Children’s Mercy Hospitals and Clinics  
Cleveland Clinic Genomic Medicine Institute  
College of American Pathologists  
Coriell Institute for Medical Research  
The Critical Path Institute (C-Path)  
Duke University  
El Camino Hospital  
Fairbanks Institute for Healthy Communities  
*FasterCures*  
Fox Chase Cancer Center  
Genome British Columbia  
The George Washington University Medical Center  
H. Lee Moffitt Cancer Center & Research Institute, Inc.  
Institute for Individualized Health (IGNITE)  
Institute for Systems Biology  
Institute for Translational Oncology Research (ITOR)  
Institute of Genomic Medicine, UMDNJ-New Jersey  
Medical School  
Instituto Cartuja Hospital Molecular  
The Jackson Laboratory  
The Dr. John T. Macdonald Foundation Department  
of Human Genetics, University of Miami

**RESEARCH & EDUCATIONAL  
INSTITUTIONS** *continued*

Marshfield Clinic  
Mayo Clinic  
MIT Center for Biomedical Innovation (CBI)  
National Foundation for Cancer Research  
National Jewish Health  
National Pharmaceutical Council  
The Ohio State University Medical Center  
Partners HealthCare Center for Personalized  
Genetic Medicine  
Poliambulatorio Euganea Medica  
Raabe College of Pharmacy, Ohio Northern University  
RTI International  
Scripps Research Institute  
Shady Grove Adventist Hospital  
Stanford University School of Medicine  
Translational Genomics Research Institute (TGen)  
United States Diagnostic Standards (USDS)  
University of Rochester  
University of Utah  
Vanderbilt University Medical Center

**RESEARCH TOOL COMPANIES**

Affymetrix, Inc.  
DNA Genotek  
Illumina, Inc.  
Life Technologies Corporation  
Pacific Biosciences

**STRATEGIC PARTNERS**

AB&C Life Sciences (a division of Aloysius Butler & Clark)  
Archon Genomicx X PRIZE  
Beaufort, LLC  
Bionest Partners  
Bioscience Valuation BSV GmbH  
Boston Healthcare  
Bridgehead International  
CAHG  
Cambridge Healthtech Institute  
CryerHealth  
Defined Health  
Ernst & Young Global Biotechnology Center  
Feinstein Kean Healthcare  
Foley Hoag LLP  
Foley & Lardner LLP  
Genomic Healthcare Strategies  
Growing Company Solutions, Inc.  
Health Advances, LLC

**STRATEGIC PARTNERS** *continued*

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Hogan Lovells LLP  
JMP Securities  
L.E.K. Consulting  
McDermott Will & Emery LLP  
Medivo, Inc.  
Nixon Peabody LLP  
PAREXEL International  
Pendergast Consulting  
Personalized Medicine Partners, LLC  
Premier Source  
PricewaterhouseCoopers LLP  
PRTM  
Robinson, Bradshaw & Hinson  
Russell Reynolds Associates  
Scientia Advisors  
Townsend and Townsend and Crew LLP  
Valerie August & Associates, LLC –  
Biotechnology Recruiter  
William Blair & Company  
Wilson Sonsini Goodrich & Rosati

**VENTURE CAPITAL**

Burrill & Company  
Kleiner Perkins Caufield & Byers  
Lemhi Ventures  
Mohr Davidow  
Pappas Ventures  
Third Rock Ventures, LLC