



# 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.

“The power in tailored therapeutics is for us to say more clearly to payers, providers, and patients, —‘this drug is not for everyone, but it is for you’— that is exceedingly powerful.<sup>1</sup>”

John C. Lechleiter, Ph.D., President and Chief Executive Officer, *Eli Lilly and Company*

1. Cited in Alexandra Hallen Utterman, *Personalized Medicine, Tailored Therapeutics and the Pharmaceutical Organization*, Harvard Business School Independent Study Project, December 22, 2004

# The Role of the Personalized Medicine Coalition

The Personalized Medicine Coalition (PMC) is unique.

Launched in November 2004, the PMC seeks to advance the understanding and adoption of personalized medicine concepts and products for the benefit of patients.

PMC members represent a broad spectrum of academic, industrial, patient, provider, and payer communities, all of which have a stake in changing the status quo to dramatically improve healthcare and increase value in our healthcare system. Focused exclusively on personalized medicine, the PMC is a powerful and credible voice in the debates about how to transform healthcare. The PMC brings every constituency together towards those common goals with a well-crafted agenda of research-based concepts and policies, as well as advocacy and educational programs.

Based on the diversity of its membership, PMC has established a convincing voice in the policy debates affecting this field.

“Healthcare today is in crisis as it is expensive, reactive, inefficient, and focused largely on one-size-fits-all treatments for events of late stage disease. An answer is personalized, predictive, preventative, and participatory medicine. The Personalized Medicine Coalition can be a major force in coordinating efforts towards transforming our current system to a more rational, personalized approach.”

Ralph Snyderman, M.D., Chancellor Emeritus, *Duke University*;  
Founder and Chairman, *Proventys*

“Personalized medicine is our chance to revolutionize healthcare, but it will require a team effort by the innovators, entrepreneurs, regulators, payers, and policymakers.”

Brook Byers, Partner  
*Kleiner Perkins Caufield & Byers*

# The Benefits of New Knowledge

As described in the 2007 Health and Human Services (HHS) Report on personalized healthcare, “the opportunities that present themselves today hold the possibility of a transformation over the coming years and decades that is even more far-reaching”<sup>2</sup> than anything medicine has achieved to date.

At this time of unprecedented scientific advancement, the report noted, we can begin to envision the benefits of healthcare that is truly individualized, with the capacity to:

- Predict our individual susceptibility to disease, based on genetic and other factors.
- Provide more useful and person-specific tools for preventing disease, based on that knowledge of individual susceptibility.
- Detect the onset of disease at the earliest moments, based on newly discovered biological markers and changes at the molecular level.

- Preempt the progression of disease, as a result of early detection.
- Target medicines and dosages more precisely and safely to each patient, on the basis of genetic and other personal factors.

But achievement of this new era of information-based medicine faces numerous hurdles.

Scientific, regulatory, economic, educational, and policy barriers can derail product development, undermine public acceptance, and slow adoption of new approaches.

While the value of personalized medicine may be increasingly obvious, the pace at which it will transform healthcare is not a certainty.

That’s why the PMC was formed.

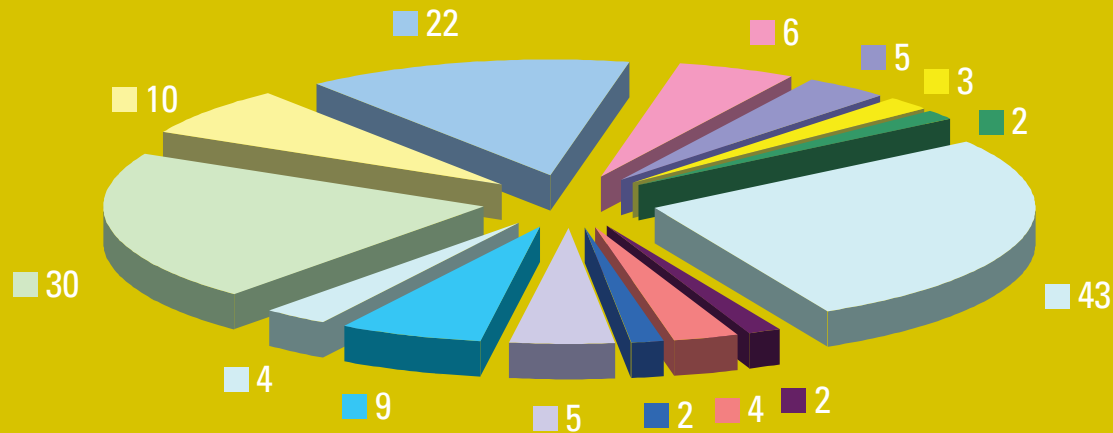
2. *Personalized Healthcare: Opportunities, Pathways, Resources*, United States Department of Health and Human Services, September 2007 (<http://www.gov/myhealthcare/>)

“There are many issues to be debated and resolved on the path to achieving personalized medicine. The PMC provides the ideal setting to address the issues with the participation of every stakeholder group that will need to come to grips with this new approach to healthcare.”

Troy Brennan, Chief Medical Officer, *Aetna*

## Personalized Medicine Coalition Membership

June 2008



- Agency Partners [5]
- Consumer Genetic Testing Services [2]
- Emerging Biotech/Pharmaceutical Companies [2]
- Industry & Trade Associations [2]
- Research Tool Companies [10]
- Large BioTech/Pharmaceutical Companies [9]
- Research & Education [30]
- Strategic Partners [22]
- Clinical Laboratory Testing Service [3]
- Venture Capital [6]
- Health Insurance Companies [4]
- IT/Informatics Companies [5]
- Patient Advocacy Groups [4]
- Diagnostic Companies [43]

# What PMC Can Accomplish with Your Help

While the potential benefits of personalized healthcare are straightforward—knowing what works, knowing why it works, knowing who it works for, and applying that knowledge for patients—the practicalities are far more complex.

Often, decades-long patterns of intertwined and/or misaligned regulations, guidelines, investment, incentives, and perceptions must be changed.

PMC believes that these challenges can be identified and addressed.

Over the next five to seven years, the PMC envisions:

- A dynamic commercial environment for evidence-based, FDA-approved personalized medicine products—supported by clinical practice guidelines and reimbursed to reflect their well-demonstrated value.
- A regulatory system with appropriate process and incentives in place for jointly filing diagnostic and pharmaceutical products.
- A fully functional HHS Office of Personalized Healthcare, as well as programs for comparative effectiveness that incorporate the principles of personalized medicine into research and policies.
- A healthcare delivery system in which healthcare professionals are prepared to integrate personalized healthcare into their practices, have decision support tools available to them to do so, and can continue to learn about personalized medicine in continuing education programs.
- Consumers are engaged in the personalized healthcare process, see the need for personalized medicine products, are comfortable with personalized medicine ethics / privacy, and are engaged in a dialog with providers and payers to gain access to more personalized medicine products.

# PMC Priorities 2008 to 2010

Over the next three years, PMC plans to transform the healthcare debate about the power and promise of personalized medicine/healthcare.

Even more importantly, PMC will address ethical, business, technological, policy, and other issues critical to the advancement of personalized medicine. And it will continuously encourage the adoption of legislation and regulations that support the advancement of personalized medicine, including issues regarding research, infrastructure, reimbursement, and patient protections.

PMC has three priorities:

1. Develop and showcase the economic and business models that support innovation in personalized medicine.
2. Outline evidentiary pathways that can underpin evolved reimbursement policies more supportive of personalized medicine products.
3. Help build a personalized medicine-informed healthcare workforce by collaborating with providers on the front lines of clinical care.

“The power of personalized medicine to systematically define and stratify disease into molecular subgroups provides hope for improved patient outcomes and reduced costs based on science—not trial and error. PMC is dedicated to advancing this new paradigm across the healthcare spectrum.”

Randy Scott, President and Chief Executive Officer, *Genomic Health, Inc.*

# Why Help the PMC

We are all potential consumers of personalized medicine products, and we are all potential beneficiaries of a value-drive healthcare system.

Each of us stands to benefit from accelerated adoption of the personalized medicine approach.

- Academic medical centers can accelerate their discoveries to the bedside while training the next generation of healthcare professionals.
- Pharmaceutical companies can create innovative products that are safer and more efficacious, thereby increasing public trust.
- Diagnostic companies can develop a new generation of value-added tools for clinicians.
- Insurers can keep their members healthier, more cost effectively.

- Healthcare providers can prevent individual suffering and improve overall patient outcomes.
- Investors can fund innovative companies that will develop and commercialize a new generation of products and services that enable personalized care.

Can you see yourself benefiting from any of the changes above?

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PMC is changing  
the landscape.

We invite you to  
join our efforts.

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# PMC Membership List

5AM Ventures

Abbott

AB&C Life Sciences, a division of  
Aloysius Butler & Clerk

Aetna

Affymetrix, Inc.

Agendia BV

Alliance for Aging Research

Almac Diagnostics

American Association for Clinical  
Chemistry (AACC)

American Clinical  
Laboratory Association

American Institute for Medical &  
Biological Engineering (AIMBE)

American Society of Human  
Genetics (ASHG)

Amgen, Inc.

Applied Biosystems

AstraZeneca Pharmaceuticals

Aureon Laboratories, Inc.

Aviir

Baylor College of Medicine

BG Medicine

BioMarker Strategies

bioMerieux

Biosearch Technologies, Inc.

Boston Healthcare

Brain Resource Company Limited

Brown University

Burrill & Company

CardioDx, Inc.

Center for Medicine in the  
Public Interest

Center for Molecular Medicine  
(CMM)

Centers for Disease Control  
and Prevention

Centers for Medicare and  
Medicaid Services

ChemGenex Pharmaceuticals, Inc.

Children's Hospital Oakland  
Research Institute

Cincinnati Children's Hospital  
Medical Center

Clear Point Health

Cleveland Clinic Genomic  
Medicine Institute

Corbett Accel Healthcare Group

Coriell Institute for  
Medical Research

The Critical Path Institute (C-Path)

Curidium Medica

Dako Denmark A/S

Defined Health

Diaceutics

Deloitte Center for  
Health Solutions

DNA Direct, Inc.

The DNA Repair Company

DNAVision s.a.

dnaprint genomics, inc.

Duke University

El Camino Hospital Foundation

Eli Lilly and Company

Endo Pharmaceuticals

Expression Analysis, Inc.

*FasterCures*

Feinstein Kean Healthcare

Gene Express Inc.

Genelex Corporation

Gene Logic

Gene Network Sciences, Inc.

Genomas, Inc.

Genomic Health, Inc.

Genomic Healthcare Strategies

Gen-Probe Incorporated

GenVault, Corp.

Genzyme Corporation

Georgetown University School  
of Nursing & Health Studies

The George Washington  
University Medical Center

Hadassah The Women's Zionist  
Organization of America

Harvard Medical School-  
Partners HealthCare Center  
for Genetics and Genomics

HealthFutures, LLC

Helicos Biosciences

HistoRx

HP Health and Life Sciences

Hudson-Alpha Institute  
for Biotechnology

Humana Inc.

# PMC Membership List

Hypertrophic Cardiomyopathy Association-HCMA	Manatt Health Solutions	Navigenics, Inc.	Qiagen, Inc.
IBM Healthcare and Life Sciences	Marshfield Clinic	NeuroMark	Quest Diagnostics
IDA Ireland	Mayo Clinic	Nixon Peabody LLP	RedPath Integrated Pathology, Inc.
Illumina, Inc.	McKenna Long & Aldridge, LLP	The Ohio State University Medical Center	Riley Genomics
Institute for Genomics & Systems Biology, The University of Chicago and Argonne National Laboratory	McKesson	OncoMethylome Sciences	Rosetta Genomics
Institute of Genomic Medicine, UMDNJ-New Jersey Medical School	MDV-Mohr Davidow Ventures	Osmetech Molecular Diagnostics	<i>The RPM Report</i>
Interleukin Genetics, Inc.	Medco Health Solutions, Inc.	Pappas Ventures	Saffron Technology, Inc.
Johnson & Johnson Pharmaceutical Research & Development, L.L.C.	Millennium Pharmaceuticals, Inc.	ParagonDx	Siemens Medical Solutions
Karolinska Institutet	Mintz Levin	PAREXEL International	Tethys Bioscience
Kimball Genetics, Inc.	Monogram Biosciences	PENN Medicine	TheraGenetics Ltd.
Kleiner Perkins Caufield & Byers	Nanosphere, Inc.	Perlegen Sciences, Inc	Third Rock Ventures, LLC
Laboratory Corporation of America Holdings (LabCorp)	National Alliance for Hispanic Health	Personalized Medicine Partners, LLC	University of Utah
Lead Horse Technologies, Inc.	National Cancer Institute	Pfizer Inc	U.S. Food and Drug Administration
LineaGen, Inc.	National Coalition for Health Professional Education in Genetics (NCHPEG)	PGx Health (A Division of Clinical Data, Inc.)	Vanderbilt University Medical Center
Lipomics Technologies, Inc.	National Foundation for Cancer Research	PhRMA	Ventana Medical Systems, Inc.
Luminex Corporation	National Human Genome Research Institute	Pri-Med Institute	WellPoint
	National Jewish Medical and Research Center	Primera Dx	Wilson Sonsini Goodrich & Rosati
	National Pharmaceutical Council	Progenika	Xanthus Pharmaceuticals, Inc.
		Proventys	XDx Inc.

“ Personalized medicine is transforming the practice of medicine, and the Personalized Medicine Coalition is playing a critical role in bringing together all of the stakeholders and helping shape policy that is going to transform the landscape of healthcare. ”

Raju Kucherlapati, Scientific Director

*Harvard Medical School - Partners HealthCare Center for Genetics and Genomics*



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