

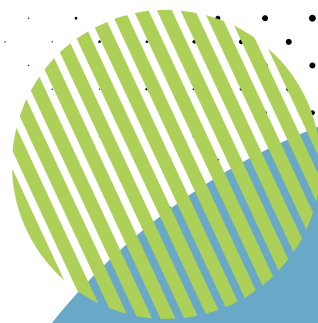


# MEMBERSHIP PROSPECTUS

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

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

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



## **PARADIGM SHIFTS, ESPECIALLY IN MEDICINE, DO NOT HAPPEN JUST BECAUSE THE SCIENCE AND NEW TECHNOLOGIES SUGGEST THEY SHOULD.**

Based on this assumption, some 20 institutions launched the Personalized Medicine Coalition in 2004 to develop a new medical paradigm that links treatment decisions to diagnostics. Believing in an ecosystem of shared value across the multiple stakeholders it represents, the Coalition advocates for changes that will increase investment in personalized medicine and facilitate its clinical adoption so that both patients and health systems will benefit from improved health care and increased efficiency.

### **WHAT IS PERSONALIZED MEDICINE?**

Personalized medicine is an evolving field in which physicians use diagnostic tests to determine which medical treatments will work best for each patient or use medical interventions to alter molecular mechanisms that impact health. By combining data from diagnostic tests with an individual's medical history, circumstances and values, health care providers can develop targeted treatment and prevention plans with their patients.



## PMC WORKS TO ENSURE THAT POLICIES AND PRACTICES IN THE PUBLIC AND PRIVATE SECTORS PAVE THE WAY FOR PERSONALIZED MEDICINE.

Based in Washington, D.C., PMC works closely with health systems, lawmakers, and agency officials to advance strategic priorities in three areas:

- **Education**: To raise the profile and scope of personalized medicine, PMC proactively educates decision-makers and patients about how the field can make health systems more effective and efficient by targeting better treatments to only those who will benefit.
- **Advocacy**: To help facilitate the development of personalized medicine tests and therapies, PMC engages policymakers to advocate for continued investments in biomedical research as well as modernized regulatory, coverage and payment policies that support access to personalized medicine.
- **Evidence Development**: To encourage the swifter adoption of personalized medicine by payers and health care providers, PMC helps build the evidence base necessary to demonstrate the clinical and economic value of personalized medicine.



## PMC MEMBERS ARE LEADING THE MOVEMENT TOWARD PERSONALIZED MEDICINE TO BENEFIT PATIENTS AND HEALTH SYSTEMS AROUND THE WORLD.

### MEMBER COMMITTEES/WORKING GROUPS

- **Public Policy Committee**
  - Patient Advocacy Organization Working Group
  - Pharmaceutical and Diagnostics Working Group
- **Science Policy Committee**
  - Health Care Working Group
  - Value Assessment Working Group
- **Additional Working Groups**
  - Health Data Working Group
  - Pharmacogenomics Working Group

### MEMBER BENEFITS

- **Contact 2,000+ leaders in personalized medicine via PMC's member database**
- **Interact with 200+ thought leaders from Congress, FDA, CMS and the private sector at member meetings and events**
- **Save 40% on registration for the Annual Personalized Medicine Conference**
- **Attend Member Meetings and Events at no charge**
- **Receive Copies of PMC publications and reports**



## DUES STRUCTURE

Large Public Corporation	- \$38,000
Small Public Corporation	- \$19,000
Trade Association	(based on revenues)
Private Corporation > 15 FTEs	- \$7,150
Private Corporation < 15 FTEs	- \$3,500
Professional Society	(based on revenues)
Strategic Partner > 5 FTEs	- \$3,700
Strategic Partner < 5 FTEs	- \$1,700
Research, Education & Clinical Care Institutions	- \$3,500
Patient Advocacy Group	- \$500

To see a list of current members, please visit our website at <https://www.personalizedmedicinecoalition.org/membership/>

For more information on membership opportunities, contact Gina Murdoch, President and CEO, [gmurdoch@personalizedmedicinecoalition.org](mailto:gmurdoch@personalizedmedicinecoalition.org).

Dues structure as of 1/1/26.

### STAFF

Gina Ross Murdoch, MBA - President and CEO  
Cynthia A. Bens - Senior Vice President, Public Policy  
Ancilla Brady - Director of Membership and Fundraising  
Christopher Brownlowe - Director of Operations  
Daryl Pritchard, Ph.D. - Senior Vice President, Science Policy



## PMC BOARD OF DIRECTORS

**Lincoln Nadauld, M.D., Ph.D.**  
**(Chair)**

President and CEO  
Culmination Bio

**Lauren Silvis (Vice Chair)**

Senior Vice President, External  
Affairs  
Tempus

**Jay Wohlgemuth, M.D. (Past Chair)**

Managing Partner  
Genesis BioCapital

**Gabriele Allegri, M.B.A.**

Head of Global Precision Medicine  
Janssen Global

**Brian Caveney, M.D.**

Executive Vice President and  
President of Diagnostics  
Labcorp

**Okan Ekinci, MD MBA**

Global Head of Digital Technology  
& CMIO  
Roche Information Solutions  
Roche Diagnostics

**Helmy Eltoukhy, Ph.D.**

Co-Chief Executive Officer and  
Chairman of the Board  
Guardant Health

**Andrea Ferris**

CEO  
LUNGeVity

**Megan P. Hall, PhD**

VP Medical & Corporate Affairs,  
Distinguished Scientist  
GRAIL, Inc.

**Sarah Hersey, M.S., M.B.A., R.A.C.**

Vice President, Precision Medicine  
Bristol Myers Squibb

**Richard Knight**

Past President  
American Association of Kidney  
Patients

**James Lillard, Ph.D., M.B.A.**

Senior Associate Dean of Research  
and Innovation  
Morehouse School of Medicine

**Howard L. McLeod, Pharm.D.**

Managing Director  
Clarified Precision Medicine

**Elizabeth O'Day, MPhil, Ph.D.**

Chief Executive Officer and Founder  
Olaris, Inc.

**Omar Perez, Ph.D., RAC**

Head of Medical Diagnostics, US  
Medical  
AstraZeneca

**Prasanth Reddy, M.D.**

**Cecelia Schott, Pharm.D., M.B.A.**

Vice President, Head of Precision  
Medicine Portfolio Planning  
GSK

**Anthony "Nino" Sireci**

SVP Clinical Biomarkers,  
Laboratories and Diagnostics //  
Eli Lilly Clinical Diagnostics  
Laboratory-- President  
and Chair of Board of Directors

**Apostolia-Maria Tsimberidou,  
M.D., Ph.D.**

Professor, Department of  
Investigational Cancer  
Therapeutics  
M.D. Anderson Cancer Center,  
University of Texas

**Michael Ybarra, M.D.**

Chief Medical Officer and  
Senior Vice President  
PhRMA