

Inaugural Symposium 2010 Time:

The Crucial Fourth Dimension of Personalized Medicine

During the US healthcare deliberations, the words invention, technology, diagnostics, and wellness were mentioned rarely, if ever. No one said “revolution in healthcare” and yet a healthcare revolution is underway. Never before could a physician peer into the body, blood, or DNA of a patient and “see” the risk of disease for that person or “see” a disease at such an early stage that intervention might be crucial. That vision defines Personalized Medicine, which includes actionable measurements of genotype and phenotype, DNA and proteins.

For the Inaugural Symposium we have invited medical and scientific thought leaders and stakeholders to debate and inform each other and the audience. The goal is to facilitate the most timely transformation of medicine. Our motivation is simple. Scientists are responsible for innovations; scientists also must participate in discussions that enable the timely use of those innovations. An informed citizenry is at the heart of an improved healthcare system.

Agenda

Friday, May 14, 2010

Welcome by Larry Gold, Ph.D., Professor, University of Colorado and CEO, SomaLogic

I. The Technologies for Personalized Medicine: Omics for Everyone

“The Promise and Complexities of Genomics: *The Mouse as Metaphor*” Joe Nadeau, M.D., Professor, Case Western Reserve University School of Medicine

“Human Genetics and Disease” Speaker TBD

“Protein Biomarkers: A Blood Test for Early Stage Non Small Cell Lung Cancer” Bill Rom, M.D., M.P.H., New York University School of Medicine

“Monitoring Wellness: Blood Tests for Many Diseases” Steve Williams, M.D., Ph.D., CMO, SomaLogic

“Time: Personalized Medicine’s Final Frontier” Fintan Steele, Ph.D., Director of Communications, Broad Institute

“Health in a Mysterious World” George Poste, D.V.M., Ph.D., former Director at Biodesign Institute at Arizona State University, GSK

II. Diagnostic Information, Connectedness, and Drugs: Systems Infrastructures

“Diagnostics in the Reference Labs: *Putting the Patient First*” Jay Wohlgemuth, Quest Diagnostics

“The Healthcare Ecosystem: *Connecting the Parts*” Don Jones, Vice President, Business Development, QUALCOMM

“Improved Interventions: *Drug Use and Best Practices*” David Snow, CEO, Medco

Guided Discussion led by Dr. Tom Cech, Professor, University of Colorado, former President, HHMI

Saturday, May 15

III. Perspectives: Challenges to Change

“Patient-Centered Care Perspectives: *Views from where We Stand, Sit, and Lie Down*” Scott Danielson, Chief Experience Architect, Idea Couture

“Starting a Biotech Company is Hard: *Science Helps*” Dr. Larry Lasky, former Senior Scientist at Genentech

“The Parent Project: *Advocating for Children’s Health*” Pat Furlong, President and CEO, Parent Project Muscular Dystrophy (PPMD)

“The Gardasil story: *A Vaccine to Prevent Cervical Cancer*” Dr. Keith Gottesdiener, Merck

IV. Societal Dimensions: Healthcare in the Promised Land

“Undereducated Americans and Technology: *The Delivery of Valid Information in the World of Personalized Medicine*” Richard Lamm, Professor, Denver University, former Governor of Colorado

“Personalized Medicine: *Facilitating a Partnership with the FDA*” Daniel Kracov Partner, Arnold and Porter

“Innovative and Disruptive Doctors: *How Are They Trained?*” Dr. David Rosenman, Mayo Clinic

“Growing Pains: *The Evolution toward Consumer-Driven Medicine*” David Lawrence, M.D., former CEO and Chairman, Kaiser-Permanente

