Personalized Medicine 3.0

TARGETING CANCER

CONFEREECE PROGRAM

http://personalizedmedicine.sfsu.edu

A one-day conference and networking opportunity for scientists, educators, and health & industry professionals

Tuesday - 25 May 2010
9 a.m. to 7 p.m

Seven Hills Conference Center
San Francisco State University
1600 Holloway Avenue
San Francisco, CA 94132
Personalized Medicine

is the application of genomic data to ensure the delivery of the right treatments and preventive measures to the right patient at the right time, ushering in a new era of affordable healthcare delivered with laser precision. Personalized medicine is poised to transform healthcare over the next several decades. It also offers the possibility of improved health outcomes and has the potential to make healthcare more cost-effective. Our third annual conference on personalized medicine focuses on cancer—using genomic information to characterize tumors precisely and ensure the use of the most effective treatment regimens with the fewest side effects.

Personalized Medicine 3.0–Targeting Cancer is a one-day conference and networking opportunity for health and industry professionals, educators, and scientists. The conference explores what happens “on the ground” when personalized medicine is put into practice, and what that means for caregivers and patients, as well as for the industries that develop products for personalized medicine. Learn how the new genomic medicine will affect your work and your life.

Presentations and panel discussions by research, biotechnology, investment, academic, and diagnostic leaders.

Continuing education/academic units available. Information provided at the door.

Personalized Medicine
The time is now.
8:00 a.m.
Breakfast & Networking

9:00 a.m.
Introduction & Welcome
Michael A. Goldman, Ph.D., Professor & Chair, Department of Biology, San Francisco State University
Sue V. Rosser, Ph.D., Provost & Vice President for Academic Affairs, San Francisco State University
Sheldon Axler, Ph.D., Dean, College of Science & Engineering, San Francisco State University

9:15 a.m.
Opening Keynote: Personalizing Cancer Risk and Treatment
David Ewing Duncan, Biotechnology Correspondent, TechNation, Author, Experimental Man, Director, Center for Life Science Policy, University of California, Berkeley

10:00 a.m.
Panel Discussion: Genomic Approaches to Diagnosing Cancer
Steven M. Anderson, Ph.D., Chief Scientific Officer, Oncology & Genetics, Monogram Biosciences/LabCorp, H. Jeffrey Lawrence, M.D., Director, Department of Clinical Affairs, Roche Molecular Systems, and Clinical Professor of Medicine, University of California, San Francisco, Richard Shippy, Director, Global Clinical Market Development, Affymetrix

11:30 a.m.
Personalized Cancer Therapy: Promise or Pipe Dream
Jerald P. Radich, M.D., Clinical Research Division, Fred Hutchinson Cancer Research Center

12:15 p.m.
Lunch & Networking

12:50 p.m.
Panel Discussion: Health Care Finance Reform—Implications for Cancer Patients

2:55 p.m.
Coffee Break

3:15 p.m.
Keynote: Role of Blood Vessel Growth in Cancer and Eye Diseases
Napoleone Ferrara, M.D., Genentech Fellow, Genentech

4:00 p.m.
Keynote: Exploiting Defects in DNA Repair
Jackie Walling, M.D., Ph.D., Vice President, Clinical Development, BioMarin Pharmaceutical, Inc.

4:45 p.m.
Closing Keynote: Cancer Commons: Winning the War One Patient at a Time
J. Martin Tenenbaum, Ph.D., Chairman, Chief Executive Officer, Chief Scientific Officer & Founder, CollabRx

5:30 – 7:00 p.m.
Reception
Hosted by BioMarin Pharmaceutical, Inc.
Steven M. Anderson, Ph.D.
Chief Scientific Officer, Oncology & Genetics, Monogram Biosciences/LabCorp

Dr. Steven Anderson has served in a variety of technical director positions for LabCorp during his 20-year tenure, including positions at the Center for Molecular Biology and Pathology and ViroMed Laboratories. He participated in the development and validation of many commonly used diagnostic assays that utilize methods such as immunohistochemistry, fluorescence in situ hybridization (FISH), and molecular biology methods that characterize mutations and gene expression levels. Dr. Anderson has authored more than 150 articles and abstracts.

David Ewing Duncan
Biotechnology Correspondent, TechNation, Author, Experimental Man, Director, Center for Life Science Policy, University of California, Berkeley

Award-winning, best-selling author David Ewing Duncan is the Chief Correspondent of NPR’s Biotech Nation and a frequent commentator for Morning Edition. He is a contributing columnist for the New York Times, National Geographic, Discover, and Wired, a special producer and correspondent for ABC’s Nightline and 20/20, and appears regularly on CNN, the Today Show and Good Morning America. He also directs the Center for Life Science Policy at UC Berkeley. For his latest book Experimental Man, Mr. Duncan takes the ‘guinea pig’ approach to journalism by being tested for hundreds of chemicals and genes associated with disease and having genetic profiles run of his parents, brother and daughter.

Napoleone Ferrara, M.D.
Genentech Fellow, Genentech

Dr. Napoleone Ferrara joined Genentech in 1988 and studies the regulation of angiogenesis (the formation of new blood vessels). His lab identified the gene for human vascular endothelial cell growth factor (VEGF) in 1989. The VEGF molecule is a major regulator of angiogenesis in embryonic development, reproductive functions, endochondral bone formation and the key mediator of tumor angiogenesis. His studies led to the development of an anti-VEGF antibody, Avastin, which was approved by the FDA in 2004 for the treatment of metastatic colorectal cancer. Dr. Ferrara is the winner of numerous awards including the Macula Society’s Michaelson Symposium Award (2010), Pezcoller Foundation AACR International Award (2009), ASCO Science of Oncology Award (2007), and the Society for Medicines Research Award (2006). He was elected to the National Academy of Sciences in 2006.

John Gaines
Director, Advanced Diagnostics Management, McKesson Corporation

John Gaines is an accomplished senior leader in healthcare IT business development and product marketing with over 20 years of experience building profitable and growing new markets. Before joining McKesson Corporation in 2008, he directed healthcare development and marketing at Pay By Touch, Vitria, Siebel Systems, Confer Software and Nextstage Healthcare.

Carolyn Johnson
ABC7 News Co-Anchor

Carolyn Johnson anchors the ABC 7 Evening News reporting on health and medical science. In 2008 she won a regional Edward R. Murrow Award from the Radio and Television News Directors Association for best newscast; and completed a health journalism fellowship with the California Endowment/USC Annenberg School of Communication. A five-time Emmy nominee, Ms. Johnson has been honored as best reporter by the American Women in Radio and Television, Golden Gate Chapter, won a Service to Children Award from the National Association of Broadcasters, the Eugene Block Journalism Award for Outstanding Coverage of San Francisco Human Rights Issues, the John Swett Award for Outstanding Locally Produced Education Series, the Arthritis Foundation Media Award and the Hero Award from the Neuropathy Action Foundation.
H. Jeffrey Lawrence, M.D.
Director, Department of Clinical Affairs, Roche Molecular Systems, and Clinical Professor of Medicine, University of California, San Francisco
Dr. H. Jeffrey Lawrence is Director of the Department of Clinical Affairs at Roche Molecular Systems, a worldwide leader in molecular diagnostic testing for infectious diseases, women’s health, microbiology, genetics and oncology. Dr. Lawrence is on the editorial board of *Stem Cells* and is noted for work on homeodomain proteins.

Ryan Phelan
President, Founder & CEO, DNA Direct
For the past 25 years, Ryan Phelan has been a strong consumer health advocate beginning in 1978 when she founded the first medical library for consumers. As Founding Director of Planetree, a nonprofit consumer health care organization, she helped create a national model for humanizing hospitals at the California Pacific Medical Center in San Francisco, and the Planetree Resource Center as a national model for providing health information to the public. She is currently the President of DNA Direct, an innovative San Francisco-based company that provides guidance and decision support for genomic medicine to patients, providers and plans.

Jerald Radich, M.D.
Associate Professor, Medical Oncology, University of Washington, and Fred Hutchinson Cancer Research Center
Dr. Radich’s laboratory studies the molecular genetics of treatment response, progression and relapse in human leukemia with emphasis on the detection of minimal residual disease, dissecting the role of signal transduction abnormalities in leukemia, and constructing gene expression profiles of response and progression.

Ronni Sandroff, M.A.
Editorial Director, Health & Family, *Consumer Reports*
Before becoming Editorial Director of Health & Family at Consumer Reports in 2009, Ms. Sandroff was an editor at Time, Inc., Whittle Communications, J.B. Lipincott, Working Woman and Medical Economics. She attended City University of New York, Hunter College and received her master’s degree at the University of Iowa.

Richard Shippy
Director, Global Clinical Market Development, Affymetrix
Before Richard Shippy joined Affymetrix as Senior Scientific Applications Manager for Molecular Diagnostics in 2007, he served as a senior scientist for Motorola Life Sciences, Amersham Biosciences and GE Healthcare. He also serves as Director of Business Development for Affymetrix.

J. M. (Marty) Tenenbaum, Ph.D.
Chairman and CEO, CollabRx
Dr. Tenenbaum is a world-renowned computer scientist and Internet commerce pioneer, and a melanoma survivor. At CollabRx, he’s transforming cancer research, drug development and care through collaborative e-science. Earlier in his career, Dr. Tenenbaum was a prominent artificial intelligence (AI) researcher, and led AI groups at SRI International and Schlumberger Ltd. He currently serves as a director of Efficient Finance, Patients Like Me, and the Public Library of Science, and serves on the Leadership Council of the Koch Institute for Integrative Cancer Research at MIT.

Jackie Walling, M.D., Ph.D.
Vice President, Clinical Development, BioMarin Pharmaceutical, Inc.
Before joining BioMarin in 2009, Dr. Jackie Walling served as Vice President of Clinical Development at Axys, and Medical Director at Tularik where she directed the global clinical development of three anticancer compounds and an antiviral. While Director of Science and Operations at Eli Lilly and Company she made a significant contribution to the development and registration of two anticancer compounds: gemcitabine and pemetrexed. She is the author or co-author of more than 70 peer-review publications and book chapters and a reviewer for the *European Journal of Cancer* and *Cancer Chemotherapy and Pharmacology*.

Bill Welch, M.B.A.
Managing Director, Skydeck Associates LLC, former Chief Commercial Officer, Monogram Biosciences
Bill Welch was a member of Monogram BioSciences management team and was responsible for leading the commercialization activities for the oncology and HIV programs at ViroLogic. Before joining Monogram BioSciences, he served as Vice President of Sales and Marketing at La Jolla Pharmaceutical Company, Vice President of Global Marketing at Dade Behring, General Manager at Abbott and as Director of Business Development for In-Process Technology.
Organizing Committee

**Arlene Essex**, Fiscal Analyst, College of Science & Engineering, SF State

**Julio Gagne**, Consultant to the Biotechnology Industry, MBA, SF State

**Karl Giljum**, Chiropractor, Lecturer BA Biology, SF State

**Michael A. Goldman**, Professor & Chair, Department of Biology, SF State

**Ken Hitchner**, Vice President, Monogram Biosciences, MA Biology, SF State

**Dan Maher**, Senior Vice President, BioMarin Pharmaceutical Inc., BA Biology, SF State

**Lannie Nguyen-Tang**, Events Coordinator, College of Science & Engineering, SF State

**Sally G. Pasion**, Associate Professor of Biology, SF State

**John Wulf**, Principal, New Frontier Life Sciences Consulting, MBA, SF State

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- Christopher D. Smith
- SF State Staff of the Department of Biology and the College of Science & Engineering
- Seven Hills Conference Center
- Chartwell’s Catering

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Check our web site for details
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