

Personalized Medicine 4.0

PHARMACOGENOMICS



CONSUMER GENETIC TESTING

**SOUTH SAN FRANCISCO
CONFERENCE CENTER**

THURSDAY, 26 MAY 2011

8:00 A.M. TO 7:30 P.M.

**[HTTP://PERSONALIZEDMEDICINE.SFSU.EDU](http://personalizedmedicine.sfsu.edu)
DNAMED@SFSU.EDU**



A conference organized by the Department of Biology at San Francisco State University

Personalized Medicine 4.0

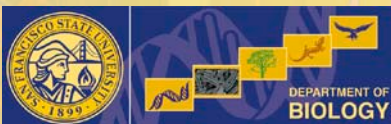
The Time is Now

Personalized Medicine at San Francisco State University

A star-studded cast of biotechnology, investment, academic, diagnostic, and nonprofit and corporate research leaders visited SF State to share their perspectives on how the evolving landscape of Personalized Medicine is changing medical care and preventive medicine.



Hosted by the Department of Biology, the conference drew more than 140 scientists, health professionals, educators, journalists, alumni and students for each of the past three years.



The past few years have witnessed a revolution in the understanding of health and disease, engendered by the sequencing of the human genome. Personalized medicine hopes to use genetic variation to develop new diagnostic tests and treatments and to identify the sub-groups of patients for whom they will work best. Personalized medicine can also help determine which groups of patients are more prone to developing some diseases and, ideally, help with the selection of lifestyle changes and/or treatments that can delay onset of disease or reduce its impact.

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.



This year, our conference focuses on

two exciting areas– pharmacogenomics (the right drug, at the right dose, for the right patient, at the right time) and the controversial topic of direct-to-consumer genetic testing. The conference is moving to the South San Francisco Conference Center, to allow for broader participation, and to celebrate the Department's partnership with the City of South San Francisco– the hub and the birthplace of biotechnology.

South San Francisco Conference Center



Conference Program At-A-Glance

8:00 Breakfast

8.50 Introduction

Master of Ceremonies: **David Ewing Duncan**, author, Director of the Center of Life Science Policy, UC Berkeley
Sheldon Axler, Ph.D., Dean, College of Science & Engineering, SF State
Sue V. Rosser, Ph.D., University Provost, SF State
Sheryl Denker, Ph.D., Sr. Program Advisor, BayBio Institute
Michael A. Goldman, Ph.D., Chair, Department of Biology, SF State

9:00 Opening keynote– Pharmacogenomics & Twenty-First Century Medicine

Kathy Giacomini, Ph.D., Professor & Co-Chair, Department of Bioengineering & Therapeutic Sciences, University of California, San Francisco, Schools of Medicine & Pharmacy.

10:00 Pharmacogenomics: The Key to Drug Discovery

Leonard Post, Ph.D., Vice President for Research & Chief Scientific Officer, BioMarin Pharmaceutical, Inc.

11:10 Panel– Clinical & Commercial Considerations in Pharmacogenomics

James Devlin, Ph.D., Senior Director, Cardiovascular Research, Celera
Mark Lee, M.D., Ph.D., Senior Director, Oncology Development, Genomic Health, Inc.
Gordon Parry, Ph.D., CSO, Voyageur Bio; & Independent Consultant, Personalized Medicine

12:30 Lunch

1:25 Lunch Keynote Presentation– Personal Medicine: A Futuristic Individualized Drug Manufacturing System

Lars Uno Larsson, Executive Chairman, Swedish Biomimetics 3000

1:45 Opening keynote– Consumer Genetic Testing

James Kovach, M.D., J.D., President & CEO, Athleticcode, Inc.

2:45 Personal Genomics: Challenges and Opportunities

Joanna Mountain, Ph.D., Assistant Professor of Genetics & Anthropology, Stanford University, & Senior Director of Research, 23andMe, Inc.

3:45 Panel– Business, Regulation & Ethics of Consumer Genetics

Trisha Brown, MS, CGC, Vice President, Clinical Affairs, DNA Direct
Mohan S Iyer, CFO, Tethys Bioscience
Kelly E. Ormond, MS, CGC, Stanford University

4:45 Closing keynote – Making Medicine Personal

Henry J. Fuchs, M.D., Chief Medical Officer, BioMarin Pharmaceutical, Inc.

5:45 Closing Remarks

Assemblymember Jerry Hill, 29th California Assembly District
Hon. Kevin Mullin, Mayor, City of South San Francisco

6:00–7:30 Networking Reception



Thank you to our 2011 Sponsors

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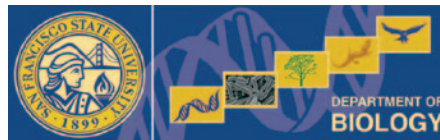
dnamed@sfsu.edu

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