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