Cambridge Healthtech Institute Presents

CLINICAL GENOMICS FOR CANCER MANAGEMENT

Determining Genetically Compatible Therapies to Guide Patient Treatment

REGISTER BY JUNE 28 AND SAVE UP TO $400

TOPICS INCLUDE:

Interrogating Cancer Genes with NGS-Based Approaches

Genotyping Technologies

Data Interpretation

Moving from Technology to Patient Treatment

The Evolving Role of the Patient

The Inaugural **Clinical Genomics for Cancer Management** meeting will look at novel diagnostic tools and techniques, evaluate their benefit to patient outcome, and focus on steps to implementation. Hotspot testing will be compared to comprehensive genome profiling and emerging technologies will be explored. Considerations for molecular test development, result reporting, and patient stratification will be also addressed.

KEYNOTE PRESENTATION:

Integrated Genomic Data Informs Cancer Treatment

Elaine R. Mardis, Ph.D., Professor, Genetics and Molecular Microbiology; Co-Director, The Genome Institute, Washington University School of Medicine at Washington University Medical Center

SEPTEMBER 23-24, 2013

Seaport Hotel • Boston, Massachusetts

Healthtech.com/Cancer-Genomics

CHI Organized by Cambridge Healthtech Institute

PRE-CONFERENCE SHORT COURSES*

SUNDAY, SEPTEMBER 22 | 2:00 PM - 5:00 PM

Commercialization Boot Camp: Manual for Success in the Molecular Diagnostics Marketplace

This workshop will define the priority checklist for executing a successful strategy and operational plan for commercializing molecular diagnostics. It will examine the process of bringing a product to market based on data driven case histories. Financial resources needed to execute the project plan will be measured in the current climate. Participants will learn key requirements for advancing molecular diagnostics through product development. This course will leverage the instructors' years of accumulated experience spanning financial, technical and scientific acumen, as well as overcoming roadblocks on the path to commercial success.

Instructor: Harry Glorikian, Managing Director, Scientia Advisors

MONDAY, SEPTEMBER 23 | 9:00 AM - 12:00 PM

Next-Generation Sequencing for Clinical Cancer Diagnostics

- Implementation challenges
- Bioinformatics - working with and analyzing big data
- Special considerations for cancer management

Shashikant Kulkarni, MS (Medicine), Ph.D., FACMG, Head, Clinical Genomics; Medical Director, Cytogenomics and Molecular Pathology; Associate Professor, Pediatrics, Genetics, Pathology and Immunology, Washington University School of Medicine

Additional Instructors to be Announced

**Separate registration required*

MONDAY, SEPTEMBER 23

INTERROGATING CANCER GENES WITH NGS-BASED APPROACHES

1:25 pm Chairperson's Remarks

» KEYNOTE PRESENTATION:

1:30 Integrated Genomic Data Informs Cancer Treatment

Elaine R. Mardis, Ph.D., Professor, Genetics and Molecular Microbiology; Co-Director, The Genome Institute, Washington University School of Medicine at Washington University Medical Center

Next-generation sequencing instruments and advanced bioinformatic data analysis approaches have enabled unprecedented exploration of the human genome, especially in the comparison of tumor to normal genomes from the same patient. While there has been an enormous amount of discovery work that has characterized the genomic landscape of both solid and liquid cancers, the translation of these approaches to clinical practice has been minimal. My talk will explore our efforts to pursue the use of cancer genomics on an individual patient basis, to provide therapeutic options for consideration by the patient and the treating oncologist. I will provide several vignettes from our work to-date, and make an argument for the broader application of this approach toward clinical utility.

2:00 Solving the "Big Data" Challenge at the interface of Science and Medicine

John Quackenbush, Ph.D., Professor, Biostatistics and Computational Biology, Cancer Biology Center for Cancer, Dana-Farber Cancer Institute

The sequencing of the human genome promised to open new ways of understanding human disease. New sequencing technologies, which have driven the cost of whole-genome sequencing to a few thousands of dollars have begun to make this vision a reality. However, while genomic data has rapidly become a commodity, solving the problem of collecting, managing, analyzing, and interpreting it--as well as delivering it to the appropriate individuals in the health care ecosystem--was a largely unmet challenge. The solution to this problem sits at the interface between science and medicine, each of which have unique needs and require distinct solutions. Here, we present solutions that address this challenge today and which can scale to address the challenges of tomorrow.

2:30 Sponsored Presentations *(Opportunities Available)*

3:00 Refreshment Break with Exhibit and Poster Viewing

3:45 Validation and Clinical Application of a Cancer Genomic Profiling Test Using Next-Generation Sequencing Reveals the Landscape of Clinically Actionable Tumor Alterations

Phil Stephens, Ph.D., Vice President, Cancer Genomics, Foundation Medicine

Characterization of the genomic changes that drive an individual patient's disease is now critical to inform rationally targeted therapies and treatment planning for patients with cancer. Foundation Medicine has developed a CLIA-certified, CAP-accredited comprehensive cancer genomic test that analyzes routine clinical specimens for somatic alterations in 189 relevant cancer-related genes. Experience with the initial 2,000 consecutive patients will be presented.

4:15 Individual Patient Full-Genome Cancer Profiling for Optimized Treatment Strategies

Raphael Lehrer, Founder and Chief Scientist, GeneKey

Here we describe how to use a combination of multiple full genome technologies to triangulate on key dysregulated mechanisms in a patient's sample. In particular, we focus on a systems biology approach which we combine with statistical algorithms to distinguish data from noise. We describe how this is applied in the clinic with patients and their oncologists and what we have seen/learned to date, including cases where the dysfunction is not mutation based. We further describe how this can be used to accelerate discovery of subtypes of cancer.

4:45 Clinical Genomics in a Breast Cancer Multidisciplinary Tumor Board

Peter J. Tonellato, Ph.D., Director, Laboratory for Personalized Medicine, Center for Biomedical Informatics, Department of Pathology, Beth Israel Deaconess Medical Center and Harvard Medical School

Beth Israel Deaconess Medical Center and Harvard Medical School, Center for Biomedical Informatics have joined together to produce a whole cancer genome analysis software system that produces clinically actionable data and information that is assessed by the BIDMC Breast Cancer Tumor Board. Though not integrated into best practice medicine, the system validation will provide significant information as to the value of such a process in routine breast cancer healthcare.

5:15 Personalized, Precision Lung Cancer Medicine through Integrated Genomic Analysis

Trever Bivona, Ph.D., Assistant Professor, Medicine/Hematology-Oncology, University of California, San Francisco

We have established a robust and high-throughput platform for the systematic identification of molecular biomarkers of response and resistance to specific targeted therapies in patients with lung cancer. We conduct integrated genomic analysis, through whole genome and transcriptome deep sequencing, of clinical specimens obtained from active patients prior to and during therapy to identify molecular biomarkers of therapeutic response and therapeutic targets. This information is synthesized in a clinical time frame and used to direct the mechanism-based treatment of lung cancer patients. The results and full implications of our approach for improving outcomes for cancer patients will be discussed.

5:45 Welcome Reception with Exhibit and Poster Viewing

6:45 End of Day

TUESDAY, SEPTEMBER 24

7:30 am Morning Coffee

MICROARRAY AND OTHER CANCER GENOTYPING TECHNOLOGIES

8:00 Chairperson's Remarks

8:05 Clinical Molecular Cytogenetics: The Past, the Present, and the Future

Marilyn M. Li, M.D., Professor & Director, Cancer Genetics Laboratory, Department of Molecular and Human Genetics, Baylor College of Medicine

Geneticists have long recognized the role of genomic alterations, such as deletion, duplication, or translocation of chromosomal material, in the pathogenesis of human disorders. Different technologies have been developed to detect genomic alterations since the discovery of the correct chromosome number in human cells in 1956. This presentation discusses the most advanced molecular cytogenetics technologies, their strengths and limitations, and their impact on medical practice.

8:35 Juxtaposing Genomic Insights of Cancer for Patient Care

Michael E. Berens, Ph.D., Deputy Director, TGen Research Resources; Director,

Cancer & Cell Biology Division; Professor, Brain Tumor Unit, TGen

"Big data" on cancer patient specimens offers expanding insights to disease mechanisms; confidently translating this into knowledge that informs actionable therapeutic guidance is a tractable pursuit. Careful alignment of the elements of an effective, evolving "genomics tumor board", as implemented at TGen, serves the research, regulatory, and clinical communities.

9:05 Clinical Cancer Genotyping: Snapshot

John Iafrate, M.D., Ph.D., Assistant Professor, Pathology, Harvard Medical School; Assistant Pathologist, Massachusetts General Hospital

This presentation will discuss a broad cancer genotyping platform, termed SNAPSHOT, which detects recurrent mutations in DNA from archived pathology specimens. This platform is allowing for a molecular stratification of cancer patients, and in some cases allowing for placement of patients into trials of novel agents that target specific mutated gene products.

9:35 A Novel, Automated Post-Genomic Prostate Cancer Biopsy Test Predictive of Aggressiveness

Peter Blume-Jensen, M.D., Ph.D., CSO, Metamark Genetics, Inc.

The ability to accurately predict the aggressiveness of early stage prostate cancer based on prostate biopsies is one of the biggest unmet clinical needs in disease management. At Metamark we have pioneered a novel, automated platform based on quantitative multiplex immunofluorescence measurement of proteins in intact, defined tissue regions of interest. This is accomplished through integration with advanced object recognition which renders our test highly accurate and reproducible, independent of pathologist interpretation. We will present the development of our novel prostate cancer biopsy test based on this approach.

10:05 Coffee Break with Exhibit and Poster Viewing

DATA INTERPRETATION

10:45 Sponsored Presentations *(Opportunities Available)*

11:15 My Cancer Genome - Cancer Genomics Knowledge Resource

Christine Micheel, Ph.D., Research Assistant Professor, Medicine, Vanderbilt-Ingram Cancer Center; Managing Editor, MyCancerGenome.org

Evidence regarding the clinical significance of tumor gene mutations for predicting response to cancer treatments is evolving at a rate that outpaces traditional approaches to knowledge dissemination. My Cancer Genome addresses this challenge by providing up-to-date information on mutation-specific treatments and clinical trials. Current content covers 293 mutations across 18 cancer types.

11:45 Applying Multiscale Network Modeling to Enable Personalized Cancer Therapy

Joel Dudley, Ph.D., Assistant Professor, Genetics and Genomic Sciences; Director, Biomedical Informatics, Mount Sinai School of Medicine

This presentation will discuss a new Mount Sinai program that is leveraging next-generation sequencing and predictive network models to drive personalized cancer therapy. We are performing patient-specific mutational analyses, applying those results to inform screens using patient-specific mutant fly models, among other model systems and *in silico* approaches. We are then weaving all of the resulting DNA, RNA, CNV, and mutation information together to generate probabilistic causal networks in the hopes of identifying the perturbations that drive cancer.

12:15 pm Luncheon Presentations *(Sponsorship Opportunities Available)* **or Lunch on Your Own**

MOVING FROM TECHNOLOGY TO PATIENT TREATMENT

1:15 Chairperson's Remarks

1:20 Applications of Comprehensive Clinical Genomic Analysis in Solid Tumors: Obstacles and Opportunities

Vincent A. Miller, M.D., Senior Vice President, Clinical Development, Foundation Medicine

1:50 Cancer Pharmacogenomic Testing, Clinician Adoption and Patient Benefit

Lynn Dressler, Ph.D., Director, Personalized Medicine, Fullerton Genetics Center, Mission Health

Cancer pharmacogenomics (caPGx) evaluates the genomic profiles of individuals and their tumors to predict response to treatment, including the potential to select which treatment or dose may be more effective with the least adverse side effects. Understanding the factors that influence clinician adoption of caPGx tests is important to promote timely and equitable patient benefit.

2:20 The Promise and Challenges of Personalized Medicine in Cancer Drug Development: An Industry Perspective

Joseph Pearlberg, M.D., Ph.D., Senior Medical Director, Oncology, Sanofi

This talk will highlight not only the promise of clinical genomics and personalized medicine in cancer drug development but will also highlight the challenges, such as ability to obtain biopsy material for analysis (especially repeat biopsies), tumor heterogeneity, assay robustness and availability, cost, privacy, and development of resistance. For each challenge a proposed path forward will be articulated.

2:50 Sponsored Presentations *(Opportunities Available)*

3:20 Refreshment Break with Exhibit and Poster Viewing

THE EVOLVING ROLE OF THE PATIENT

4:00 Return of Sequencing Results to Physicians & Patients

Cinnamon S. Bloss, Ph.D., Director, Social Sciences & Bioethics, Assistant Professor, Scripps Translational Science Institute

There has been considerable debate in the scientific and clinical communities regarding the return of genetic findings from clinical genome sequencing to patients. Questions surrounding which health care professional(s) should deliver this information, as well as what types of results should be returned loom large. Empirical data on patient and provider preferences for results, as well as perceptions of the return-of-results communication itself can inform this debate and will be presented.

4:30 The Patient Perspective

Kim Ryan, Director, Patient Information Services, Fight Colorectal Cancer

"Personalized Medicine" means different things to different patients. Understanding the role that gene expression can play in the choices of a patient's cancer treatment options is important. What do patients know about this? How will it affect their treatment choices? Gain a better understanding of how patients think, and how patients process information. Their understanding of test results and how to interpret them is crucial.

5:00 What Personalized Medicine Means to the Patient from the Patient's Perspective

Kim Norris, President, Lung Cancer Foundation of America

Using patient stories and real life experiences, this presentation will discuss how personalized medicine and genomic profiling is changing the role between the physician and patient. Can the advent of personalized medicine increase the level of hope and decrease the nihilistic view toward lung cancer patients?

5:30 Close of Conference

PRESENT A POSTER

CHI encourages attendees to gain further exposure by presenting their work in the poster sessions.

- **Your poster will be exposed to our international delegation**
- **Receive $50 off your registration**
- **Your poster abstract will be published in our conference materials**
- **Your research will be seen by leaders from top pharmaceutical, biotech, academic and government institutes**

To secure a poster board and inclusion in the conference materials, your abstract must be submitted, approved and your registration paid in full by **August 23 , 2013**.

Hotel & Travel Information

CONFERENCE HOTEL:

Seaport Hotel

One Seaport Lane

Boston, MA 02110

Phone: 617-385-4000

Discounted Room Rate: $289 s/d

Discounted Cut-off Date: August 26, 2013

Please visit our hotel and travel page or call the hotel directly to reserve your sleeping accommodations. You will need to identify yourself as a Cambridge Healthtech Institute conference attendee to receive the discounted room rate with the host hotels. Reservations made after the cut-off date or after the group room block has been filled (whichever comes first) will be accepted on a space- and rate-availability basis. Rooms are limited, so please book early.

FLIGHT DISCOUNTS:

Special discounts have been established with American Airlines for this conference.

- Call American Airlines 1-800-433-1790 and use Conference code 2593BF.
- Go to www.aa.com/group and enter Conference code 2593BF in promotion discount box.
- Contact our dedicated travel agent, Rona Meizler, at 1-877-559-5549 or rona.meizler@protravelinc.com.

CAR RENTAL DISCOUNTS:

Special discount rentals have been established with Hertz for this conference.

- Call Hertz 1-800-654-3131 and use our Hertz Convention Number (CV): 04KL0004
- Go to www.hertz.com and use our Hertz Convention Number (CV): 04KL0004

Top Reasons to Stay at the Seaport Hotel:

Convenient Location

- All conference functions will be held at this venue
- Located on Boston's waterfront
- Within walking distance to many new restaurants, and public transportation including the water taxi

4.5 Star Luxury Accommodations

- Eco-Friendly and Green Hotel
- Offers "pure" sleeping rooms for those with allergies
- Service-inclusive policy

Service-Inclusive Policy Including:

- Wireless internet access
- Complimentary access to a health club with a juice bar, top-notch equipment, and a 50-foot heated pool

And Discounted Room Rates for Conference Attendees!

Don't Miss Co-located Events...

ADVANCES IN PRENATAL MOLECULAR DIAGNOSTICS

September 23-24

Healthtech.com/prenatal-diagnostics

CONSUMER GENETICS CONFERENCE

September 25-27

ConsumerGeneticsConference.com

Official Publication

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Sponsor & Exhibit Information

CHI offers comprehensive sponsorship packages which include presentation opportunities, exhibit space and branding, as well as the use of the pre and post-show delegate lists. Customizable sponsorship packages allow you to achieve your objectives before, during, and long after the event.

Signing on early will allow you to maximize your exposure to hard-to-reach decision makers!

Agenda Presentations

Showcase your solutions to a guaranteed, highly-targeted audience. Package includes a 15 or 30-minute podium presentation within the scientific agenda, exhibit space, on-site branding and access to cooperative marketing efforts by CHI.

Luncheon Presentations

Opportunity includes a 30-minute podium presentation. Boxed lunches are delivered directly into the main session room, which guarantees audience attendance and participation. A limited number of presentations are available for sponsorship and they will sell out quickly. Sign on early to secure your talk!

Invitation-Only VIP Dinner/Hospitality Suite

Sponsors will select their top prospects from the conference pre-registration list for an evening of networking at the hotel or at a choice local venue. CHI will extend invitations and deliver prospects.

Evening will be customized according to sponsor's objectives (i.e. purely social, focus group, reception style or plated dinner with specific conversation focus).

Exhibit

Exhibitors will enjoy facilitated networking opportunities with high-level conference delegates making it the perfect opportunity to speak face-to-face with prospective clients and showcase your latest product, service, or solution.

**Additional branding & promotional opportunities are available!*

Looking for additional ways to drive leads to your sales team? CHI can help through:

Custom Lead Generation Programs:

- Targeted campaign promotion to unparalleled database of 800,000+ individuals in the life sciences
- Experienced marketing team promotes campaign, increasing awareness and leads

Live Webinars:

- Assistance in procuring speakers
- Experienced moderators
- Dedicated operations team to coordinate all efforts

Whitepapers:

- Industry recognized authors, with vast editorial experience, available to help write your whitepaper

CHI also offers market surveys, podcasts and more!

For sponsorship & exhibit information, please contact:

Jay Mulhern
Business Development Manager
781-972-1359
jmulhern@healthtech.com

CLINICAL GENOMICS FOR CANCER MANAGEMENT

DETERMINING GENETICALLY COMPATIBLE THERAPIES TO GUIDE PATIENT TREATMENT

Pricing and Registration Information

SHORT COURSES

	Commercial	Academic, Government, Hospital-affiliated
One Short Course	$695	$395
Two Short Courses	$995	$695

Short Course Options:

Commercialization Boot Camp: Manual for Success in the Molecular Diagnostics Marketplace **OR** Next-Generation Sequencing for Clinical Cancer Diagnostics

CONFERENCE PRICING

(Includes access to 1 conference, excludes short courses)

Early Registration until June 28, 2013	$1345	$615
Advance Registration Deadline until August 23	$1495	$695
Registrations after August 23 and on-site	$1745	$775

SPECIAL OFFER Conference participants can also register for **Consumer Genetics Conference** (Sept. 25-27) at discounted rates! $295 $195

CONFERENCE DISCOUNTS

Poster Submission-Discount ($50 Off)

Poster abstracts are due by August 23, 2013. Once your registration has been fully processed, we will send an email containing a unique link allowing you to submit your poster abstract. If you do not receive your link within 5 business days, please contact jring@healthtech.com. *CHI reserves the right to publish your poster title and abstract in various marketing materials and products.

REGISTER 3 - 4th IS FREE: Individuals must register for the same conference or conference combination and submit completed registration form together for discount to apply.

Additional discounts are available for multiple attendees from the same organization. For more information on group rates contact David Cunningham at +1-781-972-5472

If you are unable to attend but would like to purchase the Clinical Genomics for Cancer Management CD for $350 (plus shipping), please visit healthtech.com/Cancer-Genomics. Massachusetts delivery will include sales tax.

ADDITIONAL REGISTRATION DETAILS

Each registration includes all conference sessions, posters and exhibits, food functions, and access to the conference proceedings link.

Handicapped Equal Access: In accordance with the ADA, Cambridge Healthtech Institute is pleased to arrange special accommodations for attendees with special needs. All requests for such assistance must be submitted in writing to CHI at least 30 days prior to the start of the meeting.

To view our Substitutions/ Cancellations Policy, go to http://www.healthtech.com/regdetails

Video and or audio recording of any kind is prohibited onsite at all CHI events.

How to Register: Healthtech.com/Cancer-Genomics

reg@healthtech.com • P: 781.972.5400 or Toll-free in the U.S. 888.999.6288

Please use keycode **CGN F** when registering!

Please refer to the Registration Code below:

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