

# Personalized Health Care National Conference

*Transforming Health Care through Personalized Medicine*

October 1-2, 2009

Biomedical Research Tower Auditorium

**The Ohio State University**

**The Ohio State University Center for Personalized Health Care**

**The Ohio State University Comprehensive Cancer Center-**

**James Cancer Hospital and Solove Research Institute**

**Personalized Medicine Coalition**

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The Ohio State University Center for Personalized Health Care invites you to attend its second national conference on Personalized Health Care, October 1-2, 2009. The theme of this year's conference is "Transforming Health Care through Personalized Medicine". The topics focus on care delivery model, applications of genetics/genomics in clinical medicine, the latest breakthrough in science, and the challenges of making personalized health care a reality. The conference will bring together academic leaders, industry experts, government policy makers, and health care providers from around the nation to discuss the state of the arts in personalized medicine research and the challenges of translating these findings into clinical practice.

The conference will serve as a national forum to discuss the emerging trends and latest developments of personalized health care research and patient care with the following topics:

- The role of academic medical centers in advancing personalized health care-both research and clinical medicine.
- Innovations in medicine and delivery of care that lead to lower cost and improved effectiveness and outcomes.
- Opportunities and challenges of integrating personalized health care into clinical practice and creating a value-based, patient centric health care system

## Conference Program

### Thursday, October 1, 2009

Noon- 1:00 p.m.	Registration & Refreshments
1:00-1:15 p.m.	Welcome
1:15-2:00 p.m.	Keynote Speaker: Ralph Snyderman, MD, Chancellor Emeritus, Duke University, Director, Duke Center for Research on Prospective Health Care, Chairman, Proventys  Title: Personalized and Participatory Healthcare: The Foundation of Rational Health Reform
2:00-2:45 p.m.	Invited Speaker: Daniel Levy, MD, Director, Framingham Heart Study, National Heart, Lung, and Blood Institute; Professor of Medicine, Boston University School of Medicine
2:45-3:00 p.m.	Coffee Break
3:00-5:30 p.m.	<b>Roundtable: Case Studies and Conversation with Leaders in Academic Medicine</b>



*Leaders from academic medicine will share their insights and vision on transforming health care through personalized medicine- success to date, lessons learned, opportunity and challenges ahead.*

Moderator: Edward Abrahams, PhD, Executive Director, Personalized Medicine Coalition

- 3:00-3:20 p.m. Toby Cosgrove,\* MD, CEO, Cleveland Clinic, or  
Executive\* from Kaiser Permanente
- 3:20-3:40 p.m. Peter G. Traber, MD, President Emeritus, Professor of Medicine, Baylor College of Medicine
- 3:40-4:00 p.m. Kathryn Philips, Ph.D., MPH, Professor of Health Economics and Health Services Research, School of Pharmacy, Director, UCSF Center for Translational and Policy Research on Personalized Medicine, University of California, San Francisco
- 4:00-4:20 p.m. Steven Gabbe, MD, Senior Vice President for Health Sciences; CEO, OSU Medical Center, The Ohio State University
- 4:20-5:30 p.m. Conversation with leaders in academic medicine
- 5:30-6:45 p.m. Reception & Networking

### **Friday, October 2, 2009**

- 7:30-8:10 a.m. Continental Breakfast & Registration
- 8:10-8:15 am Welcome
- 8:15-9:15 a.m. Keynote Speaker: Leroy Hood, MD, PhD, President, Institute for Systems Biology, Seattle, Washington Systems Biology and P4 Medicine
- 9:15-9:45 a.m. Edwina Rogers, Executive Director, Patient Centered Primary Care Collaborative Patient-Centered Medical Homes
- 9:45-10 am Coffee break
- 10:00-12:00 am **Case Studies and Panel Discussion: Pharmacogenomics in clinical medicine**  
*A panel of experts will discuss ongoing studies of pharmacogenomics, the potential translation and current applications of pharmacogenomics in clinical medicine*
- Moderator: Robert W. Brueggemeier, PhD, Dean and Professor, College of Pharmacy, The Ohio State University
- 10:00-10:15 a.m. Lawrence Lesko, PhD, FCP, Director, Office of Clinical Pharmacology, Center for Drug Evaluation and Research, Food and Drug Administration
- 10:15-10:30 a.m. Michael Philips, PhD, Canada Research Chair in Translational Pharmacogenomics, Director, Pharmacogenomics, Genome Quebec; Associate Professor, Université de Montréal ; Director, Pharmacogenomics Centre, Montreal Heart Institute

10:30-10:45	Rebecca Jackson, MD, Director, Center for Clinical and Translational Science, Professor, Internal Medicine, The Ohio State University
10:45-11 a.m.	Felix Frueh, PhD, Vice President, Personalized Medicine, Research & Development, Medco
11-11:15 p.m.	Matthew Goetz, MD, Assistant Professor of Oncology, Assistant Professor of Pharmacology, Mayo Clinic
11:15 a.m.-12:15 p.m.	Panel Discussion
12:15-1:15 p.m.	Lunch
1:15-2 p.m.	Invited Speaker: Michael Caligiuri, MD, Director, Comprehensive Cancer Center; CEO, James Cancer Hospital and Solove Research Institute The Ohio State University
2-2:15 p.m.	Coffee Break
2:15-3:55 p.m.	<p><b>Panel Discussion: Consumer genetics, ethics and genetic counseling</b>  <i>With the rise of direct-to-consumer genetics, this panel will discuss the benefits and risks associated with genetic testing, the ethics and the role that geneticist and genetic counselors play in this rapidly emerging industry.</i></p> <p>Moderator: Kevin Sweet, Assistant Clinical Professor, Human Genetics, The Ohio State University</p> <ul style="list-style-type: none"> <li>• Steve Murphy, M.D. President, Healix Health and The Gene Sherpas</li> <li>• Michael Christman, PhD, President and CEO, Coriell Institute for Medical Research</li> <li>• Richard Sharp, PhD, Director, Bioethics Research, Cleveland Clinic</li> <li>• Kandamurugu Manickam, MD, Assistant Professor, Pediatrics &amp; Human Genetics, The Ohio State University</li> <li>• Leigha Senter, MS, Clinical Genetic Counselor, Human Genetics, The Ohio State University</li> </ul>
3:55-4 p.m.	Closing Remarks

Note: An (\*) indicates the speaker is not yet confirmed.