



Biomarkers in Oncology:

2009 Forum on the Emerging Role of Molecular Markers in Cancer Care
July 15 & 16, 2009 • Hilton La Jolla Torrey Pines • La Jolla, CA

Program Agenda:

Agenda Day One

Wednesday, July 15, 2009

- 7:30 – 8:30** **Breakfast / Registration & Check-in**
- 8:30 – 8:45** **Welcome / Opening Remarks**
- 8:45 – 9:30** **Legislative Impact on Oncology Biomarkers**
Joseph Bailes, MD, *National Authority on Healthcare Policy & Economics*
- 9:30 – 10:15** **Three Challenges Facing the Personalized Medicine Industry: Coverage, Coding, & Payment**
Bruce Quinn, MD, PhD, *Senior Health Policy Specialist, Foley Hoag, LLP*
- 10:15 – 10:45** **Morning Break**
- 10:45 – 11:30** **New trends and Opportunities in Personalized Medicine: a European view and the Luxembourg Business Case**
Erica Monfardini, DVM, PhD, *Expert, Pharmaceutical and In Vitro Diagnostic Industry Sector, PricewaterhouseCoopers, Luxembourg*
- 11:30 – 12:30** **Personalized Medicine: Understanding the Utilization of Molecular Markers in Oncology Panel Session**
Joseph Bailes, MD, *National Authority on Healthcare Policy & Economics*
Erica Monfardini, DVM, PhD, *Expert, Pharmaceutical and In Vitro Diagnostic Industry Sector, PricewaterhouseCoopers, Luxembourg*
Bruce Quinn, MD, PhD, *Senior Health Policy Specialist, Foley Hoag, LLP*
- 12:30 – 1:45** **Luncheon**
- 1:45 – 2:30** **Clinical Aspect of Cancer Biomarkers: Where is the Science and What Does it Mean?**
Roger Halualani, *Principal, Epiphany Partners*



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Agenda Day One continued **Wednesday, July 15, 2009**

- 2:30 – 3:15** **Biomarkers: Where We Are & What Lies Ahead - a Review of Biomarkers and Implications for Clinical Trials, Product Labeling, and Biomarker Markets**
Stephanie Hawthorne, PhD, *Senior Consultant, The MattsonJack Group, Inc.*
- 3:15 – 3:45** **Afternoon Break**
- 3:45 – 4:45** **A Conversation with Industry Leaders: Issues Impacting Biomarker, Genetic and Genomic Companies**
Panel Session
Moderator: Marc Samuels, JD, *Partner, HillCo Partners*
Mark Erwin, *Senior Director, Reimbursement & Government Affairs, Prometheus Laboratories, Inc.*
John R. Ridge, *National Director, Managed Care & Reimbursement, diaDexus*
Danielle Scelfo, *MHSA, Government Accounts, Genomic Health*
- 4:45 – 5:00** **Closing Remarks / Day One Concludes**
- 5:00 – 7:30** **Faculty / Attendee Evening Reception**

Program Agenda:

Agenda Day Two **Thursday, July 16, 2009**

- 7:30 – 8:30** **Breakfast**
- 8:30 – 8:45** **Welcome / Overview of Day One**
- 8:45 – 9:30** **Coding & Reimbursement: Navigating the Challenges of the Cancer Biomarker Market**
Michael Beebe, *Managing Director, HillCo Partners*
- 9:30 – 10:15** **Medicare Carrier Determination Issues for Cancer Biomarkers & Diagnostics**
Elaine Jeter, MD, *Medicare Part B Director, Palmetto Group Benefits Administration*
- 10:15 – 10:45** **Morning Break**



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Agenda Day Two continued Thursday, July 16, 2009

- 10:45 - 11:30** **Universal Coding Registry Proposal for Molecular Diagnostic Testing**
Douglas Moeller, MD, Medical Director, McKesson Corporation
- 11:30 - 12:15** **Payer Coverage Criteria and Issues for Cancer Biomarkers/Diagnostics Panel Session**
Michael Beebe, Managing Director, HillCo Partners
Elaine Jeter, MD, Medicare Part B Director, Palmetto Group Benefits Administration
Douglas Moeller, MD, Medical Director, McKesson Corporation
- 12:15 - 12:30** **Closing Remarks / Forum Concludes**