



**Molecular Diagnostics and Companion Therapies: Partnerships,
Payment and Evidence Development**
Co-sponsored by the National Pharmaceutical Council

The Mandarin Oriental Hotel, Washington, DC
July 24, 2012

8:00 a.m. Continental Breakfast

8:30 a.m. Welcome

Presenters: Stuart Altman, Ph.D., Professor of National Health Policy, Brandeis University
Dan Leonard, M.A., President, National Pharmaceutical Council

8:45 a.m. Molecular Diagnostics and their Evolving Influence on the Healthcare System

The promise of molecular diagnostics centers on its ability to use the genetic markers of individual patients to tailor more effective treatment plans. This Forum will begin with an analysis of recent industry trends and discuss evolving business models and public policies that will influence consumers' ability to access to therapies at affordable prices.

Presenter: Harry Glorikian, Founder and Managing Partner, Scientia Advisors

9:30 a.m. Business and R&D Challenges for Personalized Medicine and Companion Technologies

In efforts to develop more targeted treatments, pharmaceutical firms are increasingly developing separate diagnostic and therapeutic components of a companion product that will be used and potentially marketed together. This session will address current R&D and business strategies in light of the cost and market pressures related to a targeted treatment approach, and considerations to help ensure value in any developed therapeutic package.

Moderator: Amy M. Miller, Ph.D., Vice President, Public Policy, Personalized Medicine Coalition

Panelists: Josephine Sollano, Ph.D., Head, Health Economics and Outcomes Research (Oncology), Pfizer Inc.
Patrick Groody, Ph.D., Divisional Vice President Research and Development, Abbott Molecular

10:45 a.m. Break

11:00 a.m. Payer Perspectives on Molecular Diagnostics

Health insurers recognize the potential value in new personalized approaches to treatment that are based on individual genetic variation. Given the growing pressures for both quality and affordability, payers are now considering new ways for monitoring, evaluating, and reimbursing for molecular diagnostics.

Moderator: Robert DuBois, M.D., Ph.D., Chief Scientific Officer, National Pharmaceutical Council

Panelists: Elaine Jeter, M.D., Medical Director, Palmetto GBA
Lewis Sandy, M.D., Senior Vice President, Clinical Advancement, UnitedHealth Group
William Gillespie, M.D., Senior Vice President, Chief Medical Officer, EmblemHealth, Inc.

12:15 p.m. Break (lunch served)

12:30 p.m. Developing Evidence of Clinical Utility for Molecular Diagnostics

Development of personalized approaches to treatment, based on molecular diagnostics, is dependent upon securing credible evidence of clinical utility, as well as managing the interplay between diagnostic information and decisions about follow-on treatment. What evidence do payers and consumers require for adoption, and what is the role of independent clinical review authorities in setting standards for clinical utility.

Moderator: Stuart Altman, Ph.D., Professor of National Health Policy, Brandeis University

Panelists: Sean Tunis, M.D., Director, Center for Medical Technology Policy
Joan McClure, M.S., Senior Vice President, Clinical Information and Publications, National Comprehensive Cancer Network

2:00 p.m. Meeting Adjourns