

Objectives

- To mobilize the myeloma community (patients, families, physicians, researchers, etc) to understand, develop, and adopt individualized treatment approaches
- To develop approaches and the scientific rationale to stratify patients and their disease for subsequent clinical validation
- To accelerate the development and application of tailored therapies to optimize patient outcomes

Agenda

Wednesday, May 26

- 7:00 AM **Breakfast and Registration**
- 8:00 **Welcome and Overview of MMRF Personalized Medicine Strategic Plan**
Kathy Giusti, MMRF and MMRC
- 8:20 **Background for Today's Meeting**
Anne Quinn Young, MPH, MMRF
- 8:30 **Multiple Myeloma Overview: Current and Future Challenges and Opportunities**
Kenneth C. Anderson, MD, Dana-Farber Cancer Institute
- 8:50 **Barriers and Potential Solutions to Realizing Personalized Medicine in Myeloma**
Raju Kucherlapati, PhD, Harvard Medical School
Gerald J. McDougall, PricewaterhouseCoopers
- 9:10 **Breakout Sessions Overview and Objectives**
- 9:15 **Breakout Groups**
 - Community Mobilization
 - Early Translational Research
 - Longitudinal Patient Tracking and Patient Segmentation
- 11:30 **Breakout Group Presentations**
Breakout Group Chairs
Gerald J. McDougall, PricewaterhouseCoopers (facilitator)
- 12:30 PM **Perspectives and Priorities**
Mara G. Aspinall, On-Q-ity, Inc.
- 1:00 **Adjournment/Boxed Lunch**

BIOGRAPHIES – FACULTY**Kenneth C. Anderson, MD***Dana-Farber Cancer Institute*

Kenneth C. Anderson, MD, graduated from Johns Hopkins Medical School, trained in internal medicine at The Johns Hopkins Hospital, and completed hematology, medical oncology, and tumor immunology training at the Dana-Farber Cancer Institute. He is the Kraft Family Professor of Medicine at Harvard Medical School; and serves as Director of the Lebow Institute for Myeloma Therapeutics and Jerome Lipper Multiple Myeloma Center, and Vice Chair of the Joint Program in Transfusion Medicine at the Dana-Farber Cancer Institute. Dr. Anderson serves as chair of the NCCN Multiple Myeloma Clinical Practice Guidelines Committee; as a Cancer and Leukemia Group B Principal Investigator; on the Board of Scientific Advisors of the International Myeloma Foundation; on the Board of Directors and Chair of the Scientific Advisory Board of the Multiple Myeloma Research Foundation; as well as on the Board of Directors and Chair of the Steering Committee of the Multiple Myeloma Research Consortium.

Dr. Anderson has published more than 350 original articles, 250 chapters, and has edited multiple textbooks on both multiple myeloma and on transfusion medicine. His numerous awards include the 2007 American Association for Cancer Research Joseph H. Burchenal Award for Clinical Research, the 2007 ROFEH Distinguished Service Award for providing compassionate patient care internationally, the 2007 Champion in Advocacy Award from the American Society of Hematology, the 2005 Robert A. Kyle Lifetime Achievement Award, the 2004 Johnson & Johnson Focused Giving Award for Setting New Directions in Science and Technology, the 2003 Waldenstrom's award for research in plasma cell dyscrasias, and the 2001 Charles C. Lund Award of the American Red Cross Blood Services. He was named Editor in Chief of *Clinical Cancer Research* in 2007. In 2008, he received the Dameshek Prize for Outstanding Contributions to Hematology from the American Society of Hematology and the Celgene Award for Career Achievements in Clinical Hematology.

Over the last two decades, he has focused his translational research studies on B-cell malignancies, especially multiple myeloma. Highlights of his contributions to science and medicine include discovery of the first plasma cell reactive monoclonal antibodies; development of an immunophenotyping model for diagnosis and treatment of B-cell malignancies; pioneering novel methods to improve safety and efficacy of autografting and allografting in myeloma; characterizing the signaling cascades whereby cytokines mediate myeloma cell growth, survival, and drug resistance in the bone marrow microenvironment; using oncogenomics and developing in vitro and in vivo models to both identify novel targets and validate therapies targeting the myeloma cell and its bone marrow milieu; translating these preclinical studies to the bedside in derived phase 1–3 clinical trials; and establishing a new treatment paradigm using novel therapies targeting the tumor cell, tumor-host bone marrow interaction, and bone marrow microenvironment to overcome drug resistance and improve patient outcome in myeloma. His team led both preclinical and clinical trials of the novel proteasome inhibitor bortezomib, as well as the immunomodulatory drug lenalidomide, culminating in the rapid FDA approval of these agents for treatment of myeloma.

BIOGRAPHIES – FACULTY (CONT)

Mara G. Aspinall

On-Q-ity, Inc.

Mara G. Aspinall is President and CEO of On-Q-ity, Inc., an innovative diagnostics company dedicated to improving the treatment of individual cancer patients through real time noninvasive monitoring to better target therapy and lower costs. On-Q-ity will enable precise personalized therapeutic decisions across multiple cancers through two core proprietary technologies: (1) microfluidic chip technology that enables the capture, enumeration, and molecular characterization of circulating tumor cells in the bloodstream and (2) validated DNA repair biomarkers that predict treatment response in tissue and blood.

Ms. Aspinall was previously President of Genzyme Genetics, a leading provider of testing services in the oncology and reproductive markets. Ms. Aspinall also served as President of Genzyme Pharmaceuticals.

Ms. Aspinall has been on the Board of Predictive Biosciences since its inception, serving as Chairman for the past year. She is also a Board member of Blue Cross Blue Shield of Massachusetts. She is appointed as Lecturer in Health Care Policy at Harvard Medical School and will teach a seminar series on medicine and business each year. She is an active member of the Federal Secretary of Health and Human Services' Advisory Commission on Genetics, Health and Society as well as a Director of the Personalized Medicine Coalition.

Most recently, Ms. Aspinall co-authored, "Realizing the Promise of Personalized Medicine" in Harvard Business Review. She earned her Master of Business Administration from Harvard Business School and her undergraduate degree in International Relations from Tufts University.

BIOGRAPHIES – FACULTY (CONT)**Raju Kucherlapati, PhD***Harvard Medical School**Brigham and Women's Hospital*

Raju Kucherlapati, PhD, came to the United States in 1967 after receiving his BS in Biology at P.R. College, Kakinada, India and his MS in Biology at Andhra University, Waltair, India. He received his PhD from the University of Illinois at Urbana and did his post-doctoral work in the lab of Frank Ruddle at Yale University. He was assistant professor in the Department of Biochemical Sciences at Princeton University, then became professor in the Department of Genetics at the University of Illinois College of Medicine. In 1989, Dr. Kucherlapati went to the Albert Einstein College of Medicine where he was the Lola and Saul Kramer Professor of Molecular Genetics and Chairman of the Department of Molecular Genetics, a position he held for eleven years. In 2001, Dr. Kucherlapati became the Paul C. Cabot Professor of Genetics and Professor of Medicine at Harvard Medical School and was the first Scientific Director of the Harvard Medical School-Partners HealthCare Center for Genetics and Genomics (HPCGG).

At HPCGG, Dr. Kucherlapati devoted his energies to advancing the cause of personalized medicine. Under his direction, HPCGG launched initiatives that resulted in a large number of novel molecular diagnostics; built new information technology programs that captured the results of clinical and basic genetic research in structured formats that could then be applied meaningfully in clinical decision-making that would benefit diagnosis, prognosis, and treatment of patients. He also strengthened and developed new training and educational programs for physicians, scientists, healthcare professionals, patients, and others in human genetics and genomics and the application of genetics in healthcare.

Dr. Kucherlapati contributed to several different areas of research. These include gene targeting and homologous recombination, human gene mapping, generation of physical maps of the human genome with special emphasis on human chromosome 12, development of techniques to modify genes in mammalian cells and in cloning many human disease genes. To date, he holds 12 patents. He was a member and Chair of several review committees at the National Institute of Health (NIH), was a member of the National Advisory Council for Human Genome Research at the National Human Genomics Research Institute, and was a co-chair of the steering committee for the National Cancer Institute's Mouse Models for Human Cancer Consortium. He served on the editorial board of the *New England Journal of Medicine* and was editor in chief of the journal *Genomics*. He is a fellow of the American Association for the Advancement of Science and a member of the Institute of Medicine of the National Academy of Sciences.

BIOGRAPHIES – FACULTY (CONT)

Gerald J. McDougall
PricewaterhouseCoopers

Gerald J. McDougall is Partner in Charge of PricewaterhouseCoopers Personalized Medicine and Health Sciences Practices, serving organizations across the healthcare continuum, developing and executing strategies that create new innovative business models to drive business solutions to the problems of scientific organizations, and create transformational change.

Mr. McDougall specializes in driving synergistic alliances, such as public-private partnerships, to develop new scientific ventures. He has advised many of the top 50 Academic Medical Centers, and worked with the majority of the Ivy League schools and many of the major research universities and health systems. Additionally, he has led projects at organizations dedicated to cancer, orthopedics, diabetes, neurological disorders, cardiovascular, metabolics/diabetes, pediatrics, and orphan diseases.

Mr. McDougall's memberships, boards and national initiatives include the Multiple Myeloma Research Foundation (MMRF); the President's Council, New York Academy of Science; the World Business Council for Sustainable Development; and assisting in the preparation of the ATLAS project proposal, resulting in a multi-million-dollar funding award.

BIOGRAPHIES – MMRF/MMRC

Kathy Giusti

Multiple Myeloma Research Foundation

Multiple Myeloma Research Consortium

Kathy Giusti founded the Multiple Myeloma Research Foundation (MMRF) in 1998 after being diagnosed with multiple myeloma, an incurable blood cancer. In 2004, she founded the Multiple Myeloma Research Consortium (MMRC). Today, she is CEO of both organizations. Previous to this, Ms. Giusti was a senior executive in the pharmaceutical industry; as a 15-year industry veteran, she held positions at both Merck and G.D. Searle & Co. (now part of Pfizer), where she focused on marketing and new product development.

Ms. Giusti has received numerous awards for her efforts to accelerate biomedical research and drug development, including the American Association for Cancer Research's Centennial Medal, American Society of Clinical Oncology's Partners in Progress Award, Healthcare Businesswomen's Association's Woman of the Year Award, and Harvard Business School's Leadership Award. Her efforts also have been recognized by many notable media outlets, including *The New York Times*, *The New Yorker*, *The Wall Street Journal*, CBS Evening News, and NBC Nightly News.

Ms. Giusti has served on several boards, including the Institute of Medicine's National Cancer Policy Board, the Cancer Leadership Council, and IMS Health. Today, she continues to serve on the National Cancer Advisory Board, an appointment she received from President Bush.

Ms. Giusti received her MBA in general management from Harvard Business School and graduated from the University of Vermont magna cum laude with a Bachelor of Science in Biological Sciences.

She lives in Connecticut with her husband, Paul, and her children, Nicole, who is 15, and David, who is 13.

BIOGRAPHIES – MMRF/MMRC (CONT)

Susan L. Kelley, MD

Multiple Myeloma Research Consortium

Susan L. Kelley, MD, is Chief Medical Officer at the MMRC where she provides strategic medical leadership for the myeloma research and development activities supported by the MMRC and its sister organization, the MMRF.

Dr. Kelley has more than 20 years of experience in oncology clinical research and drug development within the pharmaceutical industry. Prior to joining the MMRC, Dr. Kelley served as Vice President and head of Global Oncology Clinical Development at Bayer Healthcare Pharmaceuticals, where she was responsible for the worldwide management of the oncology drug development portfolio and for management of Bayer's oncology drug development and franchise strategies. While at Bayer, she oversaw the successful advance of Nexavar[®] (sorafenib) through phase III trials and the FDA approval process. Prior to her position at Bayer, Dr. Kelley held several leadership positions in Bristol-Myers Squibb Clinical Development, both in Oncology and Immunology. She joined the MMRC in 2008.

Dr. Kelley received her medical degree from Duke University School of Medicine. She completed certification in internal medicine at the University of Colorado followed by medical oncology training at the Dana-Farber Cancer Institute in Boston. Prior to joining the pharmaceutical industry, Dr. Kelley also conducted oncology clinical and laboratory research at Yale University School of Medicine.

BIOGRAPHIES – MMRF/MMRC (CONT)

Louise M. Perkins, PhD

Multiple Myeloma Research Foundation

Louise M. Perkins, PhD, is Chief Scientific Officer at the MMRF where she is responsible for the development and execution of the MMRF's research strategy. Dr. Perkins brings more than 16 years of pharmaceutical research experience from two major companies to the MMRF.

Prior to joining the MMRF, she was Director of Cancer Research at Bayer Pharmaceuticals in West Haven, CT, where she contributed to advancing novel targeted therapies toward clinical study, including Nexavar[®] and other innovative signal transduction inhibitors. While at Bayer, she also served as the Director of Research Licensing and was responsible for oncology licensing activities in support of cancer research programs. Prior to joining Bayer, she led a cancer research group at the Schering-Plough Research Institute in Kenilworth, NJ. In this role, she participated in several early-stage research programs including novel target-finding research using human genomics data.

Dr. Perkins graduated from the University of Michigan with a PhD and MS in biological chemistry and conducted postdoctoral studies at Princeton University in the Department of Molecular Biology. She earned her Bachelor of Science in Zoology from the University of North Carolina at Chapel Hill.

BIOGRAPHIES – MMRF/MMRC (CONT)**Anne Quinn Young, MPH***Multiple Myeloma Research Foundation*

Anne Quinn Young, MPH, is Vice President, Communications at the MMRF where she oversees all communications as well as educational programming for and outreach to healthcare professionals and patients. Ms. Young currently serves as the MMRF's representative on the Cancer Leadership Council (CLC) and as principal investigator on a major grant from the Centers for Disease Control and Prevention (CDC). Prior to joining the MMRF, she was a consultant in the Healthcare Practice of Datamonitor, a global market research and business intelligence company. She previously worked in healthcare public relations at Burson-Marsteller and Chandler Chicco Agency, following a postgraduate internship at the Department of Justice, Antitrust Division. Ms. Young has a Master of Public Health from the Mailman School of Public Health of Columbia University and graduated cum laude from Dartmouth College with a Bachelor of Arts in Government.

BIOGRAPHIES – MMRF/MMRC (CONT)**Joan Levy, PhD***Multiple Myeloma Research Foundation*

Joan Levy, PhD, is Associate Director of Research at the MMRF where she is responsible for the planning and implementation of the MMRF's research agenda. She has more than 20 years of experience in oncology and osteoporosis research in both pharmaceutical and academic settings. Prior to joining the MMRF, Dr. Levy was Technical Director at the Binding Site, where she supported the use of Freelite, a diagnostic assay for multiple myeloma. In addition, she worked at Bayer Pharmaceuticals Corporation in West Haven, CT, for nine years. In that capacity, she was engaged in target identification, compound validation, and project leadership in the fields of cancer and osteoporosis research. She has contributed to the delivery of novel drug candidates for clinical studies in each of these indications. Dr. Levy earned her PhD at the University of Vermont and then completed two postdoctoral fellowships at the Rockefeller University and later at the State University of New York at Stony Brook. Her two academic appointments were at New York University Medical Center and Yale University, studying various aspects of cell signaling pathways involved in the pathogenesis of cancer and development of osteoporosis.



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