Data Sharing

Why cancer will never be cured without it.

INSIDE:
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- MMRF CoMMpass Study™: An Update
- Promising New MMRC Clinical Trials Enrolling Patients Now
A letter from Paul Giusti

Dear Friends,

In December of 2015 we experienced something truly remarkable. In the span of 15 days, three new multiple myeloma drugs were approved by the FDA — a first for any cancer.

Think about it: Just 10 short years ago, there were limited drug-treatment therapies for multiple myeloma patients. Today there are 10 therapeutic agents — giving patients more treatment options than ever before.

Having been on the front lines in the development of these new drugs, all of us at the MMRF are incredibly gratified to see such dramatic progress being made. Yet we know that multiple myeloma is still deadly and that we must push every day to develop new therapies.

As you’ll read in this edition of Accelerator, generating, analyzing and sharing large quantities of high-quality patient data is central to driving the discoveries that can lead to novel, life-saving treatment options. This lies at the heart of the MMRF Precision Medicine Model.

Indeed, our goal of doctors providing a specific treatment based on a patient’s genetic makeup is within sight. Case in point: we achieved yet another notable accomplishment when we enrolled our 1,000th patient in the landmark MMRF CoMMpass Study® — the largest, most comprehensive genomic data set in all of myeloma, and second largest in all of cancer. More than 90 cancer research centers worldwide are now taking advantage of this data.

Getting a large and fragmented cancer research community to embrace this new idea of open and “democratic” access to data is complex and requires leadership. With the continued help of our incredible and passionate community of supporters and partners, I’m confident that the perseverance and progress that drove the results we’ve achieved to date will produce even more breakthroughs. At this transformational time in cancer research, we are in it together, and we couldn’t be more appreciative of your support.

Paul Giusti
President and Chief Executive Officer, MMRF

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Precision Medicine: Then and Now

To truly grasp the progress and promise of precision medicine, and the role the MMRF has played, it helps to look back in time to 2003. It was then that an audacious effort to sequence (or “map”) the three billion base pairs making up the human genome — our body’s chemical building blocks that comprise DNA — was completed after 13 years and a cost of just under $3 billion.

On the heels of that historic achievement, the MMRF launched the Multiple Myeloma Research Consortium (MMRC) with four leading cancer research centers — each of which contributed tissue samples to a centralized repository. The MMRC quickly grew and, in 2005, emerged in just the first 38 myeloma tissue samples that were sequenced, when a mutation in the BRAF gene was discovered in four of our patients. This particular mutation, common in melanoma, had never before been linked to myeloma. Since that observation, it is now common for centers to screen for this mutation — which may lead to patients being more quickly treated with BRAF inhibitors in the future.

In 2014, we published an analysis of over 200 multiple myeloma genome sequences — which has led to countless insights. Chief among them: multiple myeloma is not a single disease, but likely has at least 10 different subtypes. We also observed that when patients relapsed, there was not just one genetic mutation common among all of them, but hundreds and in some cases thousands that vary between individuals. So, for some patients, therapies that target their specific subtypes or mutations may be needed for deep, durable remissions and ultimately, a cure.

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Stepping Stone to the MMRF CoMMpass Study™

Encouraged by the results of the MMGI and facilitated by rapid advances in computational power, the MMRF set off on yet another bold mission in 2011: the MMRF CoMMpass Study™.

By mapping each of these patients’ genomic profiles to clinical outcomes, we are looking to develop a more complete understanding of their responses to specific treatments.

Few thought that a study of this scale and complexity could be done given the size of the multiple myeloma patient population, and the challenge of engaging patients at a difficult time in their lives. Yet in 2015, we enrolled our 1,000th CoMMpass patient. Careful analysis of the data collected from these patients should someday enable physicians to match specific treatment approaches to the patients who are most likely to benefit from them.

Perhaps inspired by the success of CoMMpass and the MMRF’s end-to-end Precision Medicine Model, the MMRF, and its founder Kathy Giusti, were invited to participate in the President’s Precision Medicine Initiative (PMI) announced in February. Its goal: to analyze the DNA and health records of at least one million Americans.

The Long and Winding Road

From the Human Genome Initiative to the MMGI... CoMMpass to the PMI, the path to realizing the potential to tailor disease prevention and treatments based on the unique characteristics of an individual patient is growing more promising every day. It no longer takes months and millions of dollars to sequence a cancer patient’s genes: it can be done in a few days or weeks, and for a fraction of the cost of even just a few years ago.

Yet, big challenges remain. Data-sharing efforts remain fragmented — creating a scattered landscape, or “Cancer Archipelago,” of data sets. Competing interests for grants and patents can throw up roadblocks and impede progress. Inspiring patients to participate in longitudinal studies, such as CoMMpass, requires perseverance and support. The role of a convener or accelerator such as the MMRF is to push the system, advocate for the patient, and “democratize” the data. This effort has never been more crucial. Which is why, as Forbes put it, the MMRF is on a “mission for precision.”

Patient Makes Unrestricted Bequest

After Dr. Robert Ira Lewy completed his medical degree at the University of Pennsylvania, he moved to Texas and worked at MD Anderson as a hematologist — where he enjoyed a 30-year career as a prominent physician and medical researcher.

Then he was diagnosed with multiple myeloma. Dr. Lewy retired and, determined to live life to the fullest, took to traveling — visiting more than 700 destinations. There have been many stops on his myeloma journey as well. After a stem cell transplant, he took Revlimid® for seven years before relapsing in 2013. Then Velcade®, Cytoxan® and dexamethasone for four years. And having just relapsed a short time ago, his new plan is for Empilciti®, Pomalyx® and dexam.

A lifelong Buddhist, Dr. Lewy shuns the idea of taking on a victim’s mentality. Guided by the thought, “let go or be dragged,” he has maintained a positive spirit, and deep appreciation for the MMRF and its founder, Kathy Giusti. He credits the MMRF for having put multiple myeloma “on the map,” and believes that capturing and sharing data are key to new precision medicine discoveries. He’s ever served on various MMRF committees since 2003. The MMRF is appreciative of Dr. Lewy’s and longtime partner Noma’s contributions, including their commitment to the MMRF Legacy Society.
MMRF CoMMpass Study: An Update

What is the MMRF CoMMpass Study?
The MMRF CoMMpass Study™ is about patients helping patients to put new treatment options within reach. By providing their bone marrow samples when first diagnosed, and continuing to do so for at least eight years, patients are enabling researchers to track how multiple myeloma progresses, changes and reacts to treatments over time. Led by the MMRF and launched in 2011, the MMRF CoMMpass Study (Clinical Outcomes in Multiple Myeloma to Personal Assessment of Genetic Profiles) is the first large-scale, longitudinal study in multiple myeloma.

The MMRF CoMMpass Study consists of patients, 18 years or older, who were candidates for an immunomodulatory drug (e.g., Revlimid® [lenalidomide], Pomalyst® [pomalidomide] or Thalomid® [thalidomide]) and/or a proteasome inhibitor (e.g., Velcade® [bortezomib] or Kyprolis® [carfilzomib]) as part of their initial treatment regimen.

In 2015, the CoMMpass Study reached its target enrollment of 1,000 multiple myeloma patients, a remarkable achievement for a relatively rare disease, and a testament to the commitment of patients to help advance the study of multiple myeloma. The MMRF CoMMpass Study involves an active assessment schedule including bone marrow samples when first diagnosed to establish a baseline, at response to treatment, and at relapse. Each patient is followed for up to eight years and their data is analyzed every six months. Any new insights that can help their treatment are brought to the patient by their doctor.

Today, the MMRF CoMMpass Study is in 100 sites across the U.S., Canada and European Union, and involves non-profit, industry, and academic partners. While participating institutions have prioritized access to the data they collect for an initial period of time, they have all agreed to put it in the public domain. Creating this intellectual property-free zone enables multiple constituents to collaborate on data analysis and sharing initiatives — essentially breaking down the data silos that impede research today. The benefit to patients is that it accelerates the pace of research and brings new treatments to them as quickly as possible.

What have we learned?
Important findings have begun to emerge from the MMRF CoMMpass Study. To begin, we’ve validated that enrollees in the study proportionally match the multiple myeloma community as a whole in terms of age and ethnicity. Based on the seventh interim analysis (IA7), the average age was 64 years, 77% were Caucasian, 16% African American, 2% Asian, and 5% all other. Having African Americans represented is important, given that they get multiple myeloma more often than the general population, and we’re trying to understand why.

At the annual meeting of the American Society of Hematology (ASH) in 2015, seven MMRF CoMMpass Study-related abstracts were presented on a range of topics such as initiating trunk mutations and distinct molecular subtypes, symptom burden in older patients with multiple myeloma, and associations between performance status and health-related quality of life.

Other preliminary findings demonstrate improved progression-free survival with triplet therapy versus doublet therapy. Research also indicates improved progression-free survival with triplet therapy followed by stem cell transplant compared to triplet therapy alone.

Why is it important?
As the MMRF CoMMpass Study data continues to mature, we anticipate that this data will help to answer some of the questions most important to patients, including: Is my genomic profile predictive? How is my disease doing? Should I be on three drugs? Should I do a transplant? If and when I relapse, what actions should I take? Similarly, for clinicians, the MMRF CoMMpass Study should begin to answer questions such as: How and when should I combine therapies? How should I sequence therapy? Which clinical and genomic variables predict treatment response? What is the role of maintenance therapy when the patient is experiencing a complete response to therapy?

The MMRF’s Precision Medicine Model, with the MMRF CoMMpass Study as its ground-breaking cornerstone, will continue to enable timely, meaningful progress in the field of multiple myeloma. The data-rich study has the potential to impact our understanding of underlying disease mechanisms as well as to allow us to identify new drug targets, understand more about how to combine and how to sequence therapy, and identify treatment trends, among other benefits.

It is our hope that the MMRF CoMMpass Study will help to answer some of the questions most important to patients, such as, “Is my genomic profile predictive?”

Demographics of CoMMpass Study Patients

- 16% African American
- 77% Caucasian
- 2% Asian
- 5% Other

Progression of Enrollment in the MMRF CoMMpass Study

- Enrollment opened July 2011. There are 100 sites in the U.S., Canada and European Union.
- 8 patients enrolled October 2011
- 180 patients enrolled
- 425 patients enrolled
- 803 patients enrolled through September 2015
- 1,000 patients enrolled

To receive a copy of this newly published white paper, go to themmrf.org/commpassdl

Available Now
New drug approvals signal a new era in myeloma therapy.

Novel drugs and new combinations show promising results for patients.

Darzalex® (daratumumab)
Darzalex, an immunotherapy, belongs to a class of agents called monoclonal antibodies (MAb) that have been used successfully in the treatment of different cancers. Daratumumab is the first MAb to be approved in multiple myeloma. It targets a common protein found on myeloma cells, CD38, and exerts an attack directly on the cell. It also signals the immune system to take action against the myeloma cells.

Empliciti® (elotuzumab)
Empliciti is the second MAb approved for myeloma. It targets a myeloma-unique surface protein, CS-1 (also known as SLAMF7). The expression of this receptor is also found on other immune cells, including natural killer (NK) cells. This may explain why Empliciti controls myeloma by an indirect mechanism, involving activation of other immune cells such as NK cells.

Ninlaro® (ixazomib)
Ninlaro is the first oral proteasome inhibitor (PI) to be approved by the FDA. Proteasomes help remove waste created by plasma cells when they produce proteins. Proteasome inhibitors prevent the waste from being removed so the toxins in it can destroy the myeloma cell. This approval marks a new era of oral convenience for proteasome inhibition and may enable an expanded use of PIs in myeloma and other plasma cell disorders.

Farydak® (panobinostat)
Farydak is the first approved myeloma therapy in a class of medicines known as histone deacetylase inhibitors. Farydak inhibits multiple enzymes that cancer cells need to grow and survive. It appears to act synergistically with other anti-myeloma drugs. Farydak also inhibits the growth of new blood vessels needed to fuel tumors.

The MMRF has been actively engaged in many premier cancer conferences. Here’s a brief summary.

**MMRF CoMMpass Study™ Data Jamboree, April**
The MMRF brought together more than 40 of the brightest minds in cancer to review the maturing data, explore trends and consider new hypotheses stemming from the landmark MMRF CoMMpass Study™ — the largest, deepest, most robust data set in multiple myeloma. “We’re learning that there are clinical interventions right now that are very well worth doing, especially for higher-risk patients,” said Daniel Auclair, Ph.D., SVP of Research at the MMRF. The meeting participants reaffirmed their commitment to continued collaboration, data sharing and the use of broad, cutting-edge technology to advance precision medicine — with the goal of improving the lives of patients with multiple myeloma. To read more go to: themmrf.org/datajamboree

**American Association for Cancer Research (AACR) Annual Meeting, April**
The MMRF was well represented at this marquis event attended by 20,000 cancer researchers and members of the cancer community. Numerous sessions focused on the increasingly promising area of immunotherapy in the treatment of cancer, including data in the areas of CAR-T cells (engineered cells with proteins that target tumor cells), immune checkpoint antibodies (which “relieve the brakes” on immunotherapy in the treatment of cancer, including data in the areas of CAR-T cells (engineered cells and personalized cancer vaccine approaches. Evidence of new technologies and therapies in multiple myeloma was presented to enhance patient care now and to work toward an eventual cure. To read more go to: themmrf.org/AACR

**American Society of Clinical Oncology (ASCO) Annual Meeting, June**
More than 30,000 oncology professionals from around the globe convened in Chicago for the largest oncology conference in the world. The MMRF researchers met with more than 40 companies and reviewed over 100 myeloma abstracts at this premier event. Among the highlights:

- The new proteasome inhibitor Ninlaro® (ixazomib), for patients who have had 1 to 3 prior treatments, continues to show promise in new combinations and in earlier disease, and is well tolerated.
- Data continues to emerge on antibodies in treating active multiple myeloma, including the anti CD38 antibody isatuximab (SAR650984), in the same class as Darzalex®, as a single agent in patients with relapsed and refractory disease. This is one of three studies on isatuximab that are currently being conducted with the MMRC.
- Patients with high-risk Smoldering Multiple Myeloma (SMM) should be offered clinical trials to prevent progression or carefully observed to avoid end-organ damage.
- Ninlaro® marks a new era of oral convenience for proteasome inhibition and may enable an expanded use of PIs in myeloma and other plasma cell disorders.
- “Farydak has changed my life.” — Bob Dickey, multiple myeloma patient

To read more go to: themmrf.org/ASCO

Daniel Auclair, Ph.D., Senior Vice President of Research, The Multiple Myeloma Research Foundation

Sagar Lonial, M.D., Chair and Professor, Department of Hematology Oncology, Winship Cancer Institute

Jonathan Keats, Assistant Professor, Translational Genomics Research Institute, Research Lead of the MMRF CoMMpass Study

Daniel Auclair, Ph.D., Senior Vice President of Research, The Multiple Myeloma Research Foundation
Promising new MMRC clinical trials enrolling relapsed and refractory patients now

Empliciti™/Pomalyst®/Dex
A study of Empliciti (elotuzumab) in combination with Pomalyst (pomalidomide) and low dose dexamethasone (dex) is open for patients with multiple myeloma who have relapsed after or are refractory to a prior treatment with a Revlimid® (lenalidomide) based regimen. This is an interventional, Phase II, multi-center, open-label, single arm study to assess the safety and efficacy of this combination therapy. Based on patient response, this therapy could potentially serve as a possible second or third line treatment. Based on patient response, this therapy could potentially serve as a possible second or third line treatment.

Empliciti™/Pomalyst®/Velcade®/Dex
A study of Empliciti (elotuzumab) in combination with Pomalyst (pomalidomide), Velcade (bortezomib) and dexamethasone is open for patients who have received at least two prior therapies and are relapsed and/or refractory to both lenalidomide and bortezomib. This is an interventional Phase II, multi-center, open-label, single arm study to assess the safety and efficacy, and evaluate the objective response rate (partial response or better), of elotuzumab in combination with pomalidomide, bortezomib, and dexamethasone.

Ninlaro® and Dex vs. Ninlaro®, Dex and Revlimid®; Randomized with NFKB2 Rearrangement
This interventional, randomized, Phase II, single-center trial is for patients with multiple myeloma that has returned after a period of improvement or who do not respond to treatment. It studies how well Ninlaro (ixazomib citrate) and dexamethasone or Ninlaro, dexamethasone and Revlimid (lenalidomide) work based on the presence of the rearrangement of a gene called nuclear factor of kappa light polypeptide gene enhancer in B-cells 2 (NFKB2) in treating.

Getting relapsed and refractory patients actionable information in record time

The MMRF Molecular Profiling Initiative

Questions about clinical trials? Please call our MMRF Nurse Specialists at 1-800-603-6628.
To search for clinical trials visit myelomatrials.org

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<th>Clinical Trials Currently Open for Enrollment</th>
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<td>Pomalyst/ Dex/Kyprios</td>
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Running out of treatment options, and time, can be a very real setback for multiple myeloma patients who relapse or become refractory to existing drugs. This is why an innovative new effort critical to the MMRF Precision Medicine Model — called the MMRF Molecular Profiling Initiative (MPI) — is so promising ... and important. Our goal: determine if multiple myeloma patients would benefit from available drugs depending on molecular alterations present in the tumor. Sequencing of myeloma cells will be able to identify these alterations (also called “actionable mutations”) and match them to specific therapies.

Why do we need Clinical Grade sequencing?
Clinical Grade is different than Research Grade sequencing because the results can go directly to the doctor, who can then share them with their patient. If the data reveals an actionable mutation, it can provide a relapsed/refractory patient essential guidance in identifying appropriate clinical trials or approved treatments that may immediately benefit them.

Speed, of course, is of the essence. So we’re returning the genetic analysis of the patient’s tumor in record time: 10-14 days, so that physicians can rapidly identify trials or treatments depending on the results. And because the MMRF is supporting the cost, there is no financial burden on the patient whatsoever.

How patients can take advantage of the MPI
As of now, patients can have this analysis done at many MMRC sites throughout the country, including Baylor, University of Michigan, Washington University, Karmanos, City of Hope, Ohio State University, Hackensack, Princess Margaret Hospital, University of California at San Francisco, Virginia Cancer Specialists and Mount Sinai. More MMRC sites are expected to open this profiling protocol over the next few months, with a total of 500 relapsed/refractory patients to be profiled over the next two years. The Molecular Profiling Initiative is being performed as part of a collaboration with the University of Michigan; the clinical grade sequencing platform was developed by the Michigan Oncology Sequencing Center and has been used to sequence other cancers.

I’ve been in three clinical trials all sponsored in part by the MMRF. As a volunteer for these trials, I am looking to help others in any way, shape, or form.”
— Gary Rudman, multiple myeloma patient and MMRF donor

Benefitting the broader research community, too.
The MMRF Molecular Profiling Initiative is also part of the MMRF’s broader effort to “democratize” data that will accelerate research toward a cure. The de-identified data (to protect a patient’s identity) will be gathered in this initiative to complement and augment existing datasets in the Multiple Myeloma Genomic Initiative (MMGI) and the MMRF CoMMpass Study®. De-identified data will be added to the publicly accessible researcher platform — yet another example of how the MMRF, in collaboration with research and academic centers, is moving aggressively to harness the incredible promise of patient data.

NEW INITIATIVES

THEMMRF.ORG
Attend a Multiple Myeloma Patient Summit
Learn about standard and emerging therapies including stem cell transplant, promising clinical trials and more for optimal disease management. Attend a free symposium for all the information you need to make well-informed decisions about your treatment and care. To register, view past summits and the complete calendar, visit themmrf.org/patients.

Multiple Myeloma Patient Summits near you
- San Francisco, CA: August 6th
- Chicago, IL: September 17th
- Hackensack, NJ: October 1st

Visit the MMRF On-Demand Library
Access our archive of recorded Patient Summit symposia and webcasts at themmrf.org/education.

Hear expert perspectives on key clinical research and the rapidly evolving myeloma treatment landscape. Featured webcasts include:
- Improving the Overall Understanding of Immune Therapy in Multiple Myeloma
- Understanding Next in Class Novel Therapies

Contact an MMRF Nurse Specialist for Support
Our Registered Oncology Nurses are available to help answer your many questions.

Let us help you navigate:
- Clinical trials and understanding the process
- Available resources
- Finding a treatment center

Phone: 1-866-603-6628
Email: patientnavigator@themmrf.org
Hours: Monday – Friday, 9 a.m. – 7 p.m. ET
To search for a clinical trial visit: myelomatrials.org

Highlights from the MM Patient Summit in Dallas
The MMRF partnered with Texas Oncology-Baylor Charles A. Sammons Cancer Center and UT Southwestern in Dallas to provide a full day of education for myeloma patients and caregivers. Attendees also had an option to participate in a special workshop session that addressed caregiver needs and managing peripheral neuropathy. The information presented was met with enthusiasm and a high level of engagement throughout the day. We truly appreciate the support of the Dallas multiple myeloma community.

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Our Registered Oncology Nurses are available to help answer your many questions.

Let us help you navigate:
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- Available resources
- Finding a treatment center

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To search for a clinical trial visit: myelomatrials.org

Join the MMRF CoMMunity Gateway

Don’t navigate your journey alone. Join the MMRF CoMMunity Gateway and get connected to a robust community of fellow patients, caregivers, and a team of experts.

- Gain access to critical myeloma information
- Find resources to help make better decisions or meet critical needs
- Get support from fellow patients with similar profiles, status or symptoms
- Identify trials that may be right for you

Being part of the MMRF CoMMunity Gateway is not only essential to advocating on your behalf... you’ll be helping to advance the promise of precision medicine and speed the path to a cure.

Joining is easy. Go to MMRFCoMMunityGateway.org
We are changing more than cancer research.
We are changing patients’ lives.

The MMRF and our partners have transformed the landscape for multiple myeloma. Patients have 10 new treatments, four in 2015 alone. Their lifespans have tripled. We are moving faster than ever. And leading publications are taking notice.

Recognized in Forbes, Fortune and the Wall Street Journal
The progress the MMRF has made, and the way we have made that progress, have recently been noted in prominent publications. “The MMRF plans to keep the disruption going and the therapies coming,” Forbes said. The progress we are making has extended lives, but we have more to learn.

We now know that myeloma is not just one disease
It’s more like 10. So we’ve built the largest, most comprehensive genomic data set in all of myeloma — the MMRF CoMMpass Study to study over 1,000 patients throughout the course of their disease journey. We’ve learned that treatments for multiple myeloma are as individual as the genomic makeup of patients. And we believe that precision medicine’s time has come.

“There is more hope now than ever.”
Clinical studies can now provide actionable information during the time they are being conducted, especially in a long-term one like the MMRF CoMMpass Study. We have implemented best-in-class standards that empower clinicians and patients to make fully informed decisions by providing genomic sequencing that employs the highest standard of accuracy. And we have made certain that those clinical grade sequencing results get delivered quickly, which is important for patients who are out of options and short on time.

We know that answers lie in patients’ data. Finding them requires funding.
The MMRF is bringing academia, industry and clinicians together to analyze data that’s critical to developing personalized treatments. While this time in history is truly a turning point, our efforts will yield more treatments and, ultimately, cures only if we maintain and build on our momentum. There is still so much to be done. There is no room for complacency.
The one essential component to our success is your support.

Of all the cancers, in terms of progress in the last 10 years, multiple myeloma is at the top of the list.”
— S. Vincent Rajkumar, M.D. of the Mayo Clinic, quoted in the Wall Street Journal

Patients have hope. Data has answers. Funding is essential. Please give now.

These are the kinds of quotes we inspire:

**Forbes**
“Calling these efforts an ‘impressive track record’ would be an understatement.”

**FORTUNE**
“The MMRF resolved to whip a fragmented cancer research community into shape by disrupting old models and centralizing data.”

**WSJ**
“Of all the cancers, in terms of progress in the last 10 years, multiple myeloma is at the top of the list.”
— S. Vincent Rajkumar, M.D. of the Mayo Clinic, quoted in the Wall Street Journal

This is the kind of quote that inspires us:

“The MMRF does so much for us and I am living proof. I am so grateful!”
— Amy Webb, multiple myeloma patient, with her daughter Heather

We hope it inspires you, too.

Please give now, when our life-saving work is more promising than ever. Our supporters’ generosity has helped us come this far. Working together is essential to bringing patients the right treatments and finding a cure. Please donate today!
Leadership News

Meet MMRF cancer fighters

We are honored by the support, commitment and guidance provided by these MMRF board members.

Mike Mortimer,
MMRF Board Chairman
Executive Partner and Founder, GHO Capital
Mike has 28 years of operating and management experience, most recently at Quintiles as Executive Vice President. In this role, Mike was responsible for Quintiles’ global operations in Health Engagement and Communications, Legal and Risk Management, Real Estate and Facilities, Human Resources as well as Security. He was also the Chairman of the company’s European, Middle East, Africa and Latin American management board, in which he was accountable for the organic and inorganic growth strategies of the regions. Mike joined Quintiles in July of 2003 following 10 years at Charles Schwab Corp., where he was Senior Vice President of Human Resources for the company’s global retail and internet organizations. Mike sits on the boards of Oxford Cancer Biomarkers Ltd., HUYA Bioscience International and the Multiple Myeloma Research Foundation. He holds a bachelor’s degree in Behavioral Sciences from The Ohio State University.

Lori Marcus,
MMRF Board Vice Chairwoman
Global Chief Marketing Officer, Peloton Interactive
At Peloton, a home fitness innovation company, Lori drives business growth with strategy, brand marketing, communications, PR, social/digital media, consumer insights, data analytics, creative services, and community engagement. She is also Chairwoman of the DNA Diagnostics Center’s Board of Directors, and an independent board director and founder of Courtyard Connections, an advisory firm focused on marketing and leadership in consumer goods, retail, foodservice, and consumer electronics. Lori was previously Chief Global Brand and Product Officer at Keurig Green Mountain; SVP, Chief Marketing Officer of The Children’s Place Retail Stores; and a 24-year veteran of PepsiCo in marketing positions of increasing responsibility, culminating in her appointment as Senior Vice President, Marketing Activation for PepsiCo Beverages, North America. She earned her BS degree in Marketing from the Wharton School of Business at the University of Pennsylvania.

Marlee Matlin
Academy Award-Winning Actress and Activist
Marlee Matlin served as the 2015 Chicago Awards Dinner keynote speaker, and for the first time publicly shared her father’s 10-year battle with multiple myeloma. Having lost her father in 2013, Ms. Matlin remarked how humbled and grateful she is to be part of the MMRF family and to be surrounded by myeloma patients and families who will not stop until there is a cure for every patient.

Sugar Ray Leonard
Boxing Legend, Entrepreneur and Author
Sugar Ray Leonard delivered a moving keynote address at this year’s 15th Anniversary Chicago Awards Dinner. Mr. Leonard shared his family’s story and his personal connection to multiple myeloma, as his father, Cicero, is living with multiple myeloma. Mr. Leonard credited the rapid advancements in myeloma treatments for enabling his father to celebrate his 94th birthday this year. At the dinner, Sugar Ray commended the MMRF for our innovative work and said he was grateful to be in our corner in the fight against this disease.

The MMRF welcomes our new honorary board members
Marlee Matlin and Sugar Ray Leonard have both been personally affected by myeloma.

Our executive leadership team welcomes a new member

Rob Miani, Chief Financial Officer
Rob Miani joined the MMRF team as Chief Financial Officer in 2016. Most recently he was the Vice President of Finance and Corporate Controller of Aptuit, LLC, a global contract research organization providing integrated early discovery to mid-phase drug development services in the pharmaceutical industry. Rob has over 20 years of leadership experience in the private and public sectors, holding managerial positions in the renewable energy, private equity, internet and technology industries, including Davenport Newberry, Oak Investment Partners and INT Media Group. He began his career with Arthur Anderson LLP in the Assurance and Business Advisory Services Division. Rob is a CPA and received his BS degree in Accounting from Fairfield University.

“Aggregating and analyzing high-quality, well-curated data is one of the best ways to discover potential new drug targets and to learn more about how to attack cancer, leading to more precise treatments and cures for patients.”
— Paul Giusti, President and Chief Executive Officer, MMRF
Meet the MMRF staff members moving us closer to curing cancer every day

Erin Crawford, Manager, MMRF Team for Cures 5K Walk/Run Program

There are currently 11 MMRF Team for Cures 5K Walk/Run events across the country, and Erin Crawford plans and manages them all. She feels it’s important that supporters have events in their area where they can interact with each other, doctors and pharmaceutical partners.

Also important are the funds raised by the events. “I tell people that fundraising is the answer to research and research is the answer to cures. Last year four new pharmaceutical partners.

Logan Miller, Digital Marketing Manager

When someone is affected by multiple myeloma, they need information and resources. Logan Miller makes sure those are easy to find through the MMRF website, social media and digital communications.

“Everything I do is driven by the fact that patients’ lives are at stake. My mother went through a prolonged cancer journey fifteen years ago and I was struck by how incredibly difficult it was to navigate her treatment options. I felt powerless and frustrated. So I understood coming into this job how cancer impacts not just the patient, but also the family.”

John Strawbridge, Regional Development Manager

As Regional Development Manager, John builds relationships with investors and helps them find the best way to make a philanthropic impact on the MMRF’s mission.

“Today, we’re able to provide the best care possible for patients with multiple myeloma. It’s the best way to make a philanthropic impact on the MMRF’s mission.”

Gloria Tenofsky, Development Manager

As a development team member, Gloria Tenofsky wears many hats. She shares the latest MMRF information on clinical trials and drug approvals with supporters and patients. She writes grant applications and proposals for foundations that support MMRF initiatives. And she works to make sure MMRF supporters are aware of the options they have to support the MMRF, including planned gifts.

“The Hit Men is a group of five former stars of Frankie Valli and The Four Seasons, Tommy James and the Shondells and other megastar acts. This group of men were instrumental in the success of some of the greatest songs, albums and bands of the 60s, 70s and 80s. After decades of accomplishments behind the scenes, longtime friends Lee Shapiro, Gerry Polci, Jimmy Ryan, Larry Gates and Russ Velazquez have reunited to form the group The Hit Men. They’re all sharing their stories behind the scenes, and anecdotes on their decades of friendships, interweaving success and careers. Larry Gates, who has worked with some of the biggest names in the music industry, was diagnosed with multiple myeloma seven years ago. His bandmates, motivated to do whatever they can to help their longtime friend, will be performing at the Count Basie Theatre.

Please join us: Saturday, September 10, 2016 Count Basie Theatre 99 Monmouth St. Red Bank, New Jersey 6:00 – 7:30 p.m. VIP Reception with the performers at Buona Sera Restaurant (next to the theater)

Get your tickets today: themmrf.org/thehitmen

Tell Me, How ARE you? (Because you look great!)

Michael Reiner, a long-time MMRF Board member and patient, wrote and performed his new one man play called “So Tell Me, How ARE You? (Because you look great!” on March 9 and 10, 2016 at Theatre 80 St. Marks. The proceeds of the play went to the MMRF to further our mission. The play was conceived and directed by Joe Danisi. Michael displayed courage, wisdom and humor in his moving tale of being a multiple myeloma patient and the highs and lows that go with the diagnosis. The audience was moved to laughter and tears and everyone thoroughly enjoyed the evening. Both performances were attended by a wide range of celebrities who have been a support for Michael over the years, including Stevie Wonder, Clive Davis, Mark Messier, Darius Rucker and Berry Gordy. The MMRF is proud of all of Michael’s many accomplishments and his dedication to raising awareness and funds for the foundation.

Michael Reiner, Stevie Wonder, Kathy Giusti, Paul Giusti
Beloved Chicago Cubs players and blood cancer survivors Anthony Rizzo and Jon Lester helped kick off the 15th Anniversary of the Multiple Myeloma Research Foundation (MMRF) Chicago Awards Dinner on Monday, May 16 at the Four Seasons Hotel Chicago. Emmy award-winning CBS 2 reporter and multiple myeloma patient Derrick Blakley introduced the evening’s keynote speaker, boxing legend Sugar Ray Leonard, whose father is currently living with multiple myeloma. Actress, director, producer, writer and MMRF Honorary Board Member Bonnie Hunt served as the evening’s Master of Ceremonies.

The MMRF honored the Andrea and Michael Rosengarden Family with the 2016 Spirit of Hope Award for their commitment to the MMRF and advocacy on behalf of all cancer patients. Andrea is a multiple myeloma patient and the family credits Andrea’s current remission to the MMRF’s leadership in speeding new drugs to market.

“Our family dedicates this award to the hope and strength that the MMRF has given our family, the thoughtfulness that has been extended to us and the tireless dedication of MMRF Founder Kathy Giusti and Dr. Jakubowiak to find a cure for multiple myeloma,” said Michael Rosengarden.

The event included cocktails, dinner, a live auction and keynote address. Over 500 supporters including patients, healthcare leaders and business executives attended this year’s event, which raised over $950,000 to fund groundbreaking research in multiple myeloma.

The MMRF is thankful for the longstanding partnership with leading pharmaceutical companies including presenting sponsor, Takeda Oncology and Leadership Circle sponsor, Janssen Oncology.

Celebrated New York stage actor and stand-up comedian Mario Cantone performed at the 14th annual Multiple Myeloma Research Foundation (MMRF) 2016 Laugh for Life: New York event on Tuesday, May 3 at Pier Sixty, Chelsea Piers, in New York City. Joy Behar, writer, actress and Emmy award-winning talk show co-host, was the evening’s comedic emcee, with an opening act performance by actor and comedian Brad Zimmerman. WABC-TV meteorologist Amy Freeze hosted the event.

New York native and Laugh for Life Co-Chair Sherri Lippman was honored with the MMRF’s Carol Goldschein Spirit of Hope Award presented by Celgene Corporation. The MMRF is incredibly grateful for Laugh Co-Chairs Sherri Lippman and Alison Slap Tress, for their commitment and dedication to this event and the Foundation.

Laugh for Life was founded by three sisters — Sue Korn, Cindi Stern, and the late Carol Goldschein — to support the MMRF mission and to celebrate life through laughter. It has since raised almost $7 million to support transformative cancer research.

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The event included cocktails, dinner, comedy show and a Charitybuzz auction. More than 600 people, including patients, family members, healthcare leaders and business executives, attended this year’s event, which raised over $885,000, making this year’s Laugh the most successful to date. This support further accelerates scientific research in multiple myeloma while setting the standard for efforts in all cancers.

The MMRF is grateful for the support of these leading pharmaceutical companies: Celgene Corporation (presenting sponsor) and Janssen Oncology and Takeda Oncology (both Leadership Circle sponsors). Manhattan magazine and Cure magazine served as media sponsors.
Team for Cures 5K Walk/Run

In 2015, 15,000 members of the myeloma community shared camaraderie, knowledge, and hope, raising more than $2.7 million. So far in 2016, over 5,000 participants have raised over $1.5 million. We are excited to announce the addition of new races in Dallas and Los Angeles as well as new partnerships with Bristol-Myers Squibb and Janssen Pharmaceuticals.

San Francisco, 2016
Honorary Race Co-Chairs:
Dr. Tom Martin, Dr. Jeffrey Wolf & Dr. Gabriel Mannis, UCSF
Attendees: .......................... 885
Funds Raised: .................. $378,265
Top Team: 410 for Jill .......... $106,225
Top Individual: Jack Aiello .... $41,018
BMS Caregiver Award: Wilma Bass

Spirit of Hope Honoree: 410 for Jill
"410 for Jill" is a team made up of nine women who met at Cornell in 1987 and lived in a house numbered 410. When Jill was diagnosed, the women of 410 were at a loss — their personalities wouldn’t allow them to stand by and not do anything to help. They set a high financial goal to be the top fundraising team in the history of the MMRF’s 5K Walk/Run Program.

Dallas, 2016
Honorary Race Co-Chairs:
Dr. Larry Anderson, UT Southwestern, Dr. Robert Orlowski, MD Anderson, Dr. Brian Berryman & Dr. Joseph Fay, Baylor
Attendees: ...................... 565
Funds Raised: ................ $110,665
Top Team: UTSW A TEAM ...... $19,610
Top Individual: Patrick Beal ... $2,060
BMS Caregiver Award: Kit Myers

Spirit of Hope Honoree: Ryan Anthony
After his transplant Ryan was dreaming about the idea of everyone coming together for a concert. He never thought it would actually happen. Through the development of Cancer Blows, there have been incredible memories made thanks to so many amazing musicians, but more importantly amazing human beings.

Atlanta, 2016
Honorary Race Chair:
Dr. Sagar Lonial, Winship Cancer Institute, Emory University
Attendees: ..................... 565
Funds Raised: ................ $66,000
Top Team: Sharisse’s Cancer Crushers .... $5,708
Top Individual: Barry Bowden ... $938
BMS Caregiver Award: Caroline & Conner Sutton

Spirit of Hope Honoree: Gary Rudman
Gary will be climbing Mt. Kilimanjaro in 2017 to support the MMRF. He makes two points. One: NEVER QUIT. NEVER STOP. NOT TODAY. NOT EVER. Two: Help in any way, shape or form. He speaks with other newly diagnosed multiple myeloma patients to help provide direction for a game plan.

Boston, 2016
Honorary Race Chair:
Dr. Paul Richardson,
Dana-Farber Cancer Institute
Attendees: ......................... 2,508
Funds Raised: .................. $546,000
Top Team: Brigid-Dimple Smiles .... $30,000
Top Individual: Paul Carter .... $21,020
BMS Caregiver Award: Susan Gimilaro

Spirit of Hope Honoree: Brendan Farmer
It is the three-year anniversary of Brendan’s diagnosis and he continues to work toward remission. Despite the fact that remission remains elusive, Brendan is determined to not let cancer define him. He chooses to lead his life each day, continuing to teach his class of kindergartners at Milton Academy, intent on being his best for them. Brendan’s team, “Team Farmer”, in just three years has raised over $52,000 for the MMRF.

Tri-State (CT, NJ, NY), 2016
Honorary Race Chair:
Dr. Sagar Lonial, Winship Cancer Institute, Emory University
Attendees: ......................... 1,532
Funds Raised: .................. $401,000
Top Team: New 5K Record! .... $121,364
Top Individual: Gary Heinze .......... $10,538
BMS Caregiver Award: Annamarie Kealy

Spirit of Hope Honoree: Gary Rudman
Gary will be climbing Mt. Kilimanjaro in 2017 to support the MMRF. He makes two points. One: NEVER QUIT. NEVER STOP. NOT TODAY. NOT EVER. Two: Help in any way, shape or form. He speaks with other newly diagnosed multiple myeloma patients to help provide direction for a game plan.

Seattle while his other siblings live in the northeast — truly a “tri-state team”. What better way to support Bobby than to promote this race? He is the one they admire for his perseverance, sense of humor, caring of other people, and fearlessness in the many trials he has faced. He is an inspiration to their whole family.
to climb to the historic village of Machu Picchu via the challenging Inca Trail. In 2017 the Moving Mountains for Multiple Myeloma program will take on Mt. Kilimanjaro again with a team of 16 which includes six patients from all corners of the United States. Together, these patients, caregivers, and healthcare and research professionals all represent the tenacity and determination of the myeloma community, defying the barriers of this disease and pursuing worldly feats. If you are inspired to participate in one of our 2017 climbs, please visit themmrf.org/mm4mm or contact the Endurance Events staff at teammanager@themmrf.org.

The MMRF’s Endurance Events program has collaborated with Takeda Oncology and CURE Media group to develop an entirely new opportunity for MMRF supporters and patients to take on challenging opportunities in the name of cancer research. Patients, caregivers, myeloma nurses, oncologists and researchers have joined together to reach new heights and depths around the world while raising awareness and funds for myeloma research. In January, a team of 15 that included four myeloma patients took on Mt. Kilimanjaro in Africa. The mountain stands tall at 19,341 ft. and boasts being the highest free-standing mountain in the world. This courageous team raised almost $250,000!

More recently, in May, a team of 13 conquered the physically demanding Bright Angel Trail and persistent Arizona desert heat, raising $45,000. In August, a team of 20 will travel to Peru...
Advancing precision medicine... building bridges

MMRF Founder Invited to Participate at White House Precision Medicine Initiative Summit

Kathy Giusti, MMRF Founder, and a member of the White House Precision Medicine Working Group, was honored to be invited to the White House Precision Medicine Summit on February 25th, 2016. President Obama addressed a small group of attendees and emphasized the Administration’s continued commitment to precision medicine. As part of the Summit, the MMRF was recognized as a “commitment maker” to precision medicine for its new initiative — the MMRF Patient Journey — a national education campaign that will educate patients on the critical steps in their cancer care.

Kathy Giusti to Co-Chair the HBS Kraft Precision Medicine Accelerator

Joining HBS faculty member and co-chair Richard Hamermesh, Kathy leads the prestigious HBS Kraft Precision Medicine Accelerator to speed innovation and medical breakthroughs in precision medicine across all cancers. Drawing on HBS faculty, alumni and students, and convening best-in-class leaders from business, medical, scientific, and technological communities, the goal of the initiative is to solve challenges, disseminate best practices and models, and ultimately enable the faster commercialization of high-impact innovations to help cancer patients.

To read more, visit themmrf.org/stories
Jim Weber’s passion to run the Boston Marathon a year after being diagnosed with multiple myeloma became a reality. He overcame having a chemo treatment on a Friday, and just a week later, achieved his goal of finishing the Boston Marathon and raising $200,000 for the MMRF.

It’s determination and inspiration like this that drives the MMRF in its relentless pursuit of a cure — bringing academia, industry and clinicians together to capture and share data, collaborate, and drive new treatments to the clinic. The promise of precision medicine has never had more momentum than it does now, which is why your support is so important.

The courageous efforts of patients like Jim, along with the help that people like you provide, make the MMRF’s work possible. The race we’re in is a race we can win!

Please give today at themmrf.org/donatenow

“The MMRF’s track record is unparalleled in the world of oncology.”

— Jim Weber, multiple myeloma patient and fundraiser