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***Turning the Tide Against Cancer Releases Actionable Policy Options
Aimed at Fostering Patient-Centered Research and Care***

*Leaders in cancer community convene to address issues of value and cost while
sustaining a future for cancer innovation and personalized medicine*

Washington, D.C. – October 9, 2014 – Leaders from across the cancer community will gather today in the nation’s capital to discuss how to meet the challenge of sustaining innovation in cancer research and care within a cost constrained environment. Convened by the **Personalized Medicine Coalition**, the **American Association for Cancer Research**, and **Feinstein Kean Healthcare**, the second *Turning the Tide Against Cancer to Sustain Medical Innovation* national conference will bring together stakeholders from the scientific, clinical, regulatory, industry, and patient communities to explore specific policy options that can foster continued innovation and deliver better outcomes for patients.

“We are determined that the nation puts in place the right policies to encourage innovation in cancer research and care so we can take advantage of the developments in science and technology that enable us to target treatments to the right patient at the right time,” said **Edward Abrahams, Ph.D.**, President of the Personalized Medicine Coalition. “*The Turning the Tide Against Cancer* initiative is bringing attention to the importance of patient-centered care and the need to look at not only cost, but also value in the healthcare system.”

At today’s conference, more than 200 individuals working within the cancer and health policy communities will shift the dialogue from one based on general concern about the future of innovation to championing actionable policy options that will support the delivery of patient-centered, high-value oncology research and care.

“We must not only continue to support cutting-edge cancer research, but also engage patients as partners throughout the continuum of research and care because, by doing so, we can develop a better understanding of their individual needs and preferences and ensure that they receive the most effective treatment for their particular disease,” said **Margaret Foti, Ph.D., M.D. (h.c.)**, Chief Executive Officer of the American Association for Cancer Research. “By marshaling the full spectrum of expertise within the cancer and health policy communities, we will move the field forward and improve the quality of life for people diagnosed with cancer.”

To support policies that foster progress against cancer, the *Turning the Tide Against Cancer* initiative released the issue brief, “[*A Pathway for Change: Supporting the Shift to Patient-Centered Cancer Research and Care and Addressing Value and Cost of Cancer Care.*](#)” The proposed list of policy options focuses on two key themes directly relevant to the challenges of sustaining continued innovation and rising pressure for cost containment: how to foster a shift to patient-centeredness in

cancer research and care delivery; and how to address cost and value in oncology in ways that align with patient-centeredness and scientific progress.

“The dominant motivating factor for generating this action plan, and the overall rationale for the *Turning the Tide Against Cancer* initiative, is the understanding that innovation in cancer research and care is at risk if we do not ensure an environment in which it can flourish,” said **Marcia A. Kean, M.B.A.**, Chairman of Feinstein Kean Healthcare. “Given the complexities of our biomedical system, creation of a positive environment in which innovators can continuously seek to address the needs of patients effectively requires multi-constituency thinking, creativity, and proactive participation. Based on the growing involvement we are witnessing in the *Turning the Tide Against Cancer* initiative, we see the potential for very positive policy change in coming months.”

The policy options presented in the *Turning the Tide Against Cancer* issue brief were developed through interaction with an expert working group of participants from a range of disciplines, including academic medicine, health plans, pharmaceutical manufacturers, health policy experts, practicing physicians, and patient representatives. To review the issue brief, including the working group’s recommended policy options, please visit www.TurningTheTideAgainstCancer.org.

Join the live webcast of the *Turning the Tide Against Cancer* national conference at www.TurningTheTideAgainstCancer.org. Follow the conversation on Twitter using the hashtag **#T3Cancer**.

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About the Personalized Medicine Coalition (PMC):

The Personalized Medicine Coalition (PMC), representing innovators, scientists, patients, providers and payers, promotes the understanding and adoption of personalized medicine concepts, services and products to benefit patients and the health system. An education and advocacy organization launched in 2004 and numbering more than 225 institutions from around the world, PMC focuses on the science, business and policy of personalized medicine.

For more information about PMC, visit www.personalizedmedicinecoalition.org.

Follow PMC on Twitter: [@newsfromPMC](https://twitter.com/newsfromPMC)

Follow *The Age of Personalized Medicine* blog: <http://ageofpersonalizedmedicine.org/>

About the American Association for Cancer Research (AACR):

Founded in 1907, the American Association for Cancer Research (AACR) is the world’s oldest and largest professional organization dedicated to advancing cancer research and its mission to prevent and cure cancer. AACR membership includes more than 35,000 laboratory, translational, and clinical researchers; population scientists; other health care professionals; and cancer advocates residing in 97 countries. The AACR marshals the full spectrum of expertise of the cancer community to accelerate progress in the prevention, biology, diagnosis, and treatment of cancer by annually convening more than 20 conferences and educational workshops, the largest of which is the AACR Annual Meeting with over 18,000 attendees. In addition, the AACR publishes eight peer-reviewed scientific journals and a magazine for cancer survivors, patients, and their caregivers. The AACR funds meritorious research directly as well as in cooperation with numerous cancer organizations. As the Scientific Partner of Stand Up To Cancer, the AACR provides expert peer review, grants administration, and scientific oversight of team science and individual grants in cancer research that have the potential for

near-term patient benefit. The AACR actively communicates with legislators and policymakers about the value of cancer research and related biomedical science in saving lives from cancer

For more information about the AACR, visit www.AACR.org.

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About Feinstein Kean Healthcare (FKH):

Feinstein Kean Healthcare (FKH) is a leading strategy and communications consultancy serving emerging and established organizations whose innovations are helping to transform life sciences and healthcare. The firm works with clients at the intersection where disruptive technologies and ideas influence medicine, clinical research and practice, business models, public policy, and public opinion and behaviors. For more than 25 years, FKH has been a trusted partner to leading pharmaceutical, healthcare, technology, biotechnology, informatics and patient advocacy organizations. Hundreds of clients have turned to FKH to develop and execute programs that drive product commercialization; forge partnerships; transform markets; build constituencies and help to shape policies. FKH established the first personalized medicine practice in the nation in 2004, and has worked with industry, academe and government to advance adoption of personalized medicine approaches ever since.

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