



Turning The Tide AGAINST CANCER

Through Sustained Medical Innovation

A NATIONAL INITIATIVE TO SUPPORT POLICIES THAT FOSTER PROGRESS AGAINST CANCER

Turning the Tide Against Cancer Conference Agenda

Thursday, October 9

Knight Conference Center at the Newseum — Washington, D.C.

8:30 a.m. – 9:00 a.m. Registration and Continental Breakfast

9:00 a.m. – 9:15 a.m. Welcome and Introductory Remarks

Edward Abrahams, Ph.D., President, Personalized Medicine Coalition

9:15 a.m. – 10:00 a.m. Tackling the Complexity of Cancer: Finding Common Ground on Value and Progress

Cancer is a complex disease that places a substantial emotional, physical, and financial burden on patients, their families, payers, and society. The incidence of cancers is predicted to increase over the next 20 years, compelling us to find solutions that help sustain innovation and deliver better outcomes to patients. In this session, experts with seemingly divergent points of view find common ground on defining and rewarding value in oncology, developing new treatments, and learning from our successes and failures.

Moderator: Anna Barker, Ph.D., Co-Director, Complex Adaptive Systems Initiative; President and Director, National Biomarker Development Alliance; Professor, School of Life Sciences, Arizona State University

- Newton F. Crenshaw, Vice President, North American Oncology Commercial Operations, Global Business Development and Advocacy, Eli Lilly and Company
- Lee N. Newcomer, M.D., M.H.A., Senior Vice President, Oncology, Genetics, and Women's Health, UnitedHealthcare
- Lowell E. Schnipper, M.D., Theodore W. and Evelyn G. Berenson Professor, Department of Medicine, Harvard Medical School; Chief, Hematology/Oncology, Beth Israel Deaconess Medical Center; Clinical Director, Beth Israel Deaconess Medical Center Cancer Center

10:00 a.m. – 10:15 a.m.



Patient-Centered Clinical Development Models

Randomized, controlled studies have historically been considered the gold standard in biomedical research. As science advances and our healthcare system evolves to be more patient-centered, we must reevaluate our process for studying and assessing new cancer treatments. This spotlight session will highlight the Lung Cancer Master Protocol, an example of a clinical development model designed to provide patients with better access to new treatments.

- Roy S. Herbst, M.D., Ph.D., Ensign Professor of Medicine, Professor of Pharmacology, Chief of Medical Oncology, Director of the Thoracic Oncology Research Program, and Associate Director for Translational Research, Yale Comprehensive Cancer Center and Yale School of Medicine

10:15 a.m. – 10:30 a.m. Break

10:30 a.m. – 11:45 a.m. Supporting the Shift to Patient-Centered Cancer Research and Care
Continuing to improve the quality and value of cancer research while addressing rising healthcare costs is a daunting challenge. To get it right, we must shift our approach to one that is more patient-centric and considers an individual patient's disease, preferences, and values. This panel discussion will explore ways to best support patient-centeredness and patient engagement as part of optimal cancer research and care, including the use of tools that facilitate patient participation and support informed decision-making.

Moderator: Tony Coelho, Former Member, U.S. House of Representatives; Chairman, Partnership to Improve Patient Care

Panelists:

- Amy P. Abernethy, M.D., Ph.D., Professor of Medicine, Duke University School of Medicine; Chief Medical Officer and Senior Vice President of Oncology, Flatiron Health, Inc.
- Linda House, R.N., B.S.N., M.S.M., Executive Vice President, External Affairs, Cancer Support Community
- Paul G. Kluetz, M.D., Acting Deputy Office Director, Prostate Cancer Scientific Liaison, Office of Hematology and Oncology Products, U.S. Food and Drug Administration
- J. Leonard Lichtenfeld, M.D., MACP, Deputy Chief Medical Officer, American Cancer Society

11:45 a.m. – 12:00 p.m.



At the Tipping Point: When and Where Big Data Can Drive Better Outcomes and Value

As clinicians, researchers, and patients utilize big data, it is changing the way we study, diagnose, and treat cancer. The evidence we unlock from health data is a critical tool in our quest to improve outcomes and increase value in oncology. This spotlight session will highlight the Oncology Research Information Exchange Network (ORIEN), a data-sharing collaboration between Moffitt Cancer Center and The Ohio State University Comprehensive Cancer Center – Arthur G. James Cancer Hospital and Solove Research Institute and explore how this type of collaboration can be scaled up across the cancer ecosystem.

- Jeff A. Walker, M.B.A., Senior Executive Director for Administration, Comprehensive Cancer Center and James Cancer Hospital/Solove Research Institute, The Ohio State University

12:00 p.m. – 12:15 p.m. Break

12:15 p.m. – 12:55 p.m. Luncheon

12:55 p.m. – 1:40 p.m.

Luncheon Keynote Speaker

We proudly thank the Pharmaceutical Research and Manufacturers of America (PhRMA) for sponsoring our luncheon keynote speaker.

Introduction: Mark J. Alles, President and Chief Operating Officer, Celgene Corporation

- Suleika Jaouad, *The New York Times* Emmy® Award Winning Columnist, “Life, Interrupted,” and Cancer Survivor

1:40 p.m. – 1:50 p.m.

Transition to Plenary Room

1:50 p.m. – 2:10 p.m.



Building a Research Base in Support of Innovative Cancer Care

Continued innovation in cancer treatment requires a clear understanding of the value of new technologies and advances in care delivery. Demonstrating and quantifying value is extremely important but also challenging due to the complexity of cancer care and diversity of patient needs. This spotlight session will highlight recent grants from the Pharmaceutical Research and Manufacturers of America (PhRMA) Foundation and other current initiatives to assess the social and economic benefits of new cancer treatments.

- John J. Castellani, President and CEO, PhRMA

2:10 p.m. – 3:25 p.m.

Addressing Value and Cost of Cancer Care

Innovation and scientific advances are improving the way we detect, diagnose, and treat cancer, giving patients greater hope. However, this progress is occurring in a time of intense pressure to contain rising healthcare costs. Panelists will discuss the policy solutions needed to sustain innovation and move us towards a more high-value, patient-centric system of cancer care.

Moderator: Tanisha V. Carino, Ph.D., Executive Vice President, Avalere Health

Panelists:

- Stephen L. Eck, M.D., Ph.D., Vice President, Global Head of Oncology Medical Sciences, Astellas Pharma Global Development
- Patricia J. Goldsmith, CEO, CancerCare
- Michael Kolodziej, M.D., National Medical Director for Oncology Solutions, Office of the Chief Medical Officer, Aetna
- Richard L. Schilsky, M.D., FACP, FASCO, Chief Medical Officer, American Society of Clinical Oncology; Professor Emeritus, University of Chicago

3:25 p.m. – 3:45 p.m.



The Role of Payment Reforms in Supporting Innovative Cancer Care

Payers and healthcare systems are increasingly turning to incentive-based models to reward physicians for improving quality and outcomes and reducing the total cost of cancer care. This spotlight session will examine incentive structures, including the WellPoint Cancer Care Quality Program, and their impact on innovation in the clinic.

- Shelley Fuld Nasso, M.P.P., CEO, National Coalition for Cancer Survivorship
- Jennifer Malin, M.D., Ph.D., Medical Director for Oncology for Care Management, WellPoint, Inc.

3:45 p.m. – 4:00 p.m.

Call to Action and Conference Closing

Amy M. Miller, Ph.D., Executive Vice President, Personalized Medicine Coalition

4:00 p.m. – 5:00 p.m.

Reception