

Turning the Tide Against Cancer

THROUGH SUSTAINED MEDICAL INNOVATION



A national conference on cancer science and policy

Conference Agenda

Tuesday, June 12, 2012
Grand Hyatt Washington – Washington, D.C.

Full-day conference

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

8:30 a.m. – 8:35 a.m. Welcome and Introductory Remarks

8:35 a.m. – 9:05 a.m. Morning Keynote

Progress over the past 40 years – by the entire cancer research community – now provides unprecedented opportunities to translate current discoveries of the critical molecular changes that drive cancer into improved patient care. We are at a pivotal juncture with the potential for significant gains in the near future. *The morning keynote address will serve to frame the day's discussion around the nature of innovation in cancer research and progress in clinical care and to highlight the opportunities and challenges facing researchers, clinicians and policymakers.*

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

- John Mendelsohn, M.D., Past President; Director, Khalifa Institute for Personalized Cancer Therapy, The University of Texas MD Anderson Cancer Center

9:05 a.m. – 10:20 a.m. Panel 1: Innovative Models Addressing the Evolving Challenges in Cancer Research and Care

Research progress in recent years comes at a time of great social and economic turbulence, when the population is aging, cancer is becoming more prevalent, and healthcare costs are rising. At the same time, changes within the cancer ecosystem are dramatically challenging the status quo; new technologies such as personalized medicine, changing delivery models, the business environment, and patient engagement have important implications for the way cancer is treated. *This panel will explore the changing ecosystem and emerging models of cancer care and research and the implications for policymakers and the cancer community as they work to build and sustain progress against cancer.*

- *Moderator: Ramsey Baghdadi, Editor, The RPM Report*

- Laura Esserman, M.D., M.B.A., Professor of Surgery and Radiology, University of California, San Francisco; Director, Carol Franc Buck Breast Care Center; Co-Leader, Breast Oncology Program, UCSF Helen Diller Family Comprehensive Cancer Center
- Kathy Giusti, M.B.A., Founder and CEO, Multiple Myeloma Research Foundation and Multiple Myeloma Research Consortium
- J. Leonard Lichtenfeld, M.D., MACP, Deputy Chief Medical Officer, American Cancer Society
- Christi Shaw, M.B.A., Executive Vice President and North American Region Head, Novartis Oncology

10:20 a.m. – 10:35 a.m. Break

10:35 a.m. – 11:50 a.m. Panel 2: Defining Value in Cancer Innovation

The dramatic changes in cancer research and care are occurring at a time when growing demand exists to demonstrate value in cancer care. Emerging opportunities and challenges exist in how value is defined and measured by the diverse stakeholder community in an era of personalized medicine. Given that initial evaluation of tools and therapies may only reveal a portion of the broader clinical benefit, we may only understand their real value over longer periods of time. The demand to demonstrate value needs to be reconciled with the increasing challenges that emerging trends pose to current models of defining value. *This panel will explore how the diverse dimensions and perspectives on value can be reconciled and the role of new tools and current approaches for measuring value.*

- *Moderator:* Kathleen Foley, Ph.D., Director, Strategic Consulting, Economic Valuation and Market Access, Truven Health Analytics
- Al Benson, III, M.D., FACP, Associate Director for Clinical Investigations, Robert H. Lurie Comprehensive Cancer Center of Northwestern University
- William S. Dalton, Ph.D., M.D., President, CEO, and Center Director, H. Lee Moffitt Cancer Center and Research Institute
- Gwen Darien, Director, The Pathways Project
- Richard B. Gaynor, M.D., Vice President for Clinical Development and Medical Affairs, Oncology Business Unit, Eli Lilly and Company
- Lee Newcomer, M.D., M.H.A., Senior Vice President, Oncology, UnitedHealthcare

11:50 a.m. – 12:25 p.m. Luncheon

12:25 p.m. – 1:20 p.m. Special Guest Speaker

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

Introduction: Margaret Foti, Ph.D., M.D. (h.c.), CEO, American Association for Cancer Research

- Siddhartha Mukherjee, M.D., Pulitzer Prize-winning author of *The Emperor of All Maladies: A Biography of Cancer*, Assistant Professor of Medicine, Columbia University; Staff Physician, Columbia University Medical Center

1:20 p.m. – 2:00 p.m.

Afternoon Keynote

Engagement is needed from stakeholders across all sectors in order to sustain innovation and drive the transition toward personalized cancer care. *The afternoon keynote will describe novel ways to achieve dramatic change and foster innovation in cancer research and care across the ecosystem of stakeholders so that continued progress can be realized.*

Introduction: Marcia A. Kean, M.B.A., Chairman, Feinstein Kean Healthcare

- Mark McClellan, M.D., Ph.D., Director, Engelberg Center for Health Care Reform; Leonard D. Schaeffer Chair in Health Policy Studies, Brookings Institution

2:00 p.m. – 3:15 p.m.

Panel 3: Policies to Sustain Innovation in Cancer

In light of the major trends in science, patient care and patient engagement, and the challenge of growing cost pressure, what are the paths forward to sustain progress and turn the tide? Regulatory approaches are evolving and new tools are being explored to increase quality and control costs in healthcare. Many challenges to achieving the full scientific, clinical and economic potential of personalized cancer care still exist. *This panel will identify potential pathways to accelerate progress and improve patient care in an era of healthcare cost containment.*

- *Moderator:* Anna Barker, Ph.D., Director, Transformative Healthcare Networks; Co-Director, Complex Adaptive Systems Initiative; Professor, School of Life Sciences, Arizona State University
- Kenneth C. Anderson, M.D., Director, Jerome Lipper Multiple Myeloma Center and LeBow Institute for Myeloma Therapeutics, Dana-Farber Cancer Institute; Kraft Family Professor of Medicine, Harvard Medical School
- John J. Castellani, President and CEO, Pharmaceutical Research and Manufacturers of America
- Ira Klein, M.D., M.B.A., FACP, Chief of Staff, Office of the Chief Medical Officer, Aetna
- David Parkinson, M.D., Venture Partner, New Enterprise Associates (NEA)
- Richard Pazdur, M.D., Director, Office of Hematology and Oncology Products, Center for Drug Evaluation and Research, U.S. Food and Drug Administration

3:15 p.m. – 3:45 p.m.

The Pathway to Progress: Consensus and Call to Action

The conference brings together stakeholders from all sectors to discuss the emerging science and technology, clinical impact, policy, and business environment necessary for sustaining innovation and driving our evolution toward personalized cancer care. *The purpose of this call to action is to reinforce the key discussion points of the day and potential policy pathways to galvanize the stakeholders toward future action.*

- Amy Abernethy, M.D., Associate Professor of Medicine, Division of Medical Oncology, Department of Medicine, Duke University School of Medicine; Director, Duke Cancer Care Research Program



3:45 p.m. – 4:00 p.m. **Conference Closing and Thank You**

4:00 p.m. – 5:30 p.m. **Reception**