

2nd Annual Consumer Genetics Conference
June 2-4, 2010
Hynes Convention Center, Boston



JUNE 2: TECHNOLOGY FOCUS

State of the Union: Where We Are & What's Needed

- 8:45-9:30** Keynote Address: **George Church**, *Harvard Medical School*, "The Big Tent: Genome Technologies, DIY-Bio, & Consequences"
- 9:30-10:00** Dietrich Stephan, *Ignite Institute*, "In Sickness and in Health: Leveraging the Genome Across a Lifetime"
- 10:00-10:30** Paul Kim, *Foley Hoag*, "Regulating the Future: Advanced Molecular Diagnostics at FDA?"
- 10:30-11:00** Coffee break – exhibit hall, sponsored by *Affomix*

Technology Breakthroughs: Sample Prep, Genome-Wide Association Studies, and Analysis

- 11:00-11:25** Chris Boles, *Sage Science*, "Eliminating a Next-Gen Sample Prep Bottleneck: Automated Preparative Gel Electrophoresis in the Pippin Prep"
- 11:25-11:50** Stefan Matysiak, *FlexGen*, "FlexGen's Universal Synthesis Platform: Do-It-Yourself Microarrays and Molecular Libraries for Genetic Analysis and Beyond"
- 11:50-12:15** Alexander Niculescu, *Indiana University*, "Disease Risk Prediction in Psychiatric Disorders Using Panels of Markers"
- 12:15-12:40** Bill Kimmerly, *DNA Guide*, "Implementation of Geographic Information System (GIS) Software to Navigate Human Genome And Variation Data"
- 12:45-2:00** Lunch on your own

Biomarkers: Just How Predictive Are They?

- 2:00-2:30** Michael Phillips, *University of Montreal Pharmacogenomics Centre*, “Pharmacogenetics: What Tests Should I Be Getting?”
- 2:30-3:00** Mike Snyder, *Stanford University*, “Human Variation and Biomarkers”
- 3:00-3:30** Ken Kornman, *Interleukin Genetics*, “Clinically Useful Genetic Biomarkers: Are We There Yet?”
- 3:30-4:00** Coffee break – exhibit hall, sponsored by *Illumina*

Next-Gen Sequencing Spotlight: Technology Presentations and Roundtable Discussion

4:00-5:45

Moderator: Eric Green, NHGRI
Mostafa Ronaghi, *Illumina*
Ajay Royyuru, *IBM*
David Weitz, *GnuBio*
TBA, *Life Technologies*

6:00 Networking social event at Vox Populi (755 Boylston Street, across the street from convention center), sponsored by *Illumina*

JUNE 3: THE BIG PICTURE

Predictive Medicine: Genetic Testing & Genomic Tools for Physicians and Benefit Managers

- 8:30-8:55** Brandon Colby, *Existence Genetics*, “Predict, Prevent, and Prevail with Predictive Medicine: The New Medical Paradigm”
- 8:55-9:20** Steve Murphy, *The Personalized Medicine Group*, “Genomes in Clinical Assessment: Barriers and Opportunities”
- 9:20-9:45** Rick Schatzberg, *Generation Health*, “What’s a GBM?”
- 9:45-10:15** Coffee break – exhibit hall, sponsored by *Rodman & Renshaw*

Panel Discussion: Using Whole Genome Sequencing in Medicine — Constructive or Chaotic?

10:15-11:45

Moderator: Robert Green, Boston University
Mark Boguski, *Harvard Medical School*
Brandon Colby, *Existence Genetics*
Heidi Rehm, *Partners HealthCare Center for Personalized Genetic Medicine*
Dietrich Stephan, *Ignite Institute*

11:45-1:00 Lunch on your own

Venture Capital Perspective: Personalized Medicine

- 1:00-1:25** Krishna Yeshwant, *Google Ventures*
1:25-1:50 Alexis Borisy, *Third Rock Ventures*, "The Phenotype Challenge"

Deploying Genetic Information for Patients

- 1:50-2:35** Keynote Address: **Raju Kucherlapati**, *Partners HealthCare Center for Personalized Genetic Medicine*, "The Impact of Genetic Information on Healthcare"
2:35-3:05 Juan Enriquez, *Excel Ventures*
3:05-3:30 Coffee break – exhibit hall, sponsored by *Life Technologies*

Bench to Bedside: News from Industry Leaders

- 3:30-4:00** Greg Lucier, *Life Technologies*
4:00-4:30 Felix Frueh, *Medco*, "Applied Pharmacogenetics — Yesterday's Patient Is Today's Consumer"
4:30-5:00 Jay Flatley, *Illumina*

First Annual Consumer Genetics Conference Awards Ceremony

5:00-6:00

6:00 Networking social event at Saint (90 Exeter Street, two blocks east of convention center), sponsored by *Life Technologies*

JUNE 4: REACHING THE CONSUMER

Consumer Company Perspective

- 9:00-9:30** Jay Tiesman, *Procter & Gamble*, "Putting the Consumer in Consumer Genomics: Perspectives from Consumer Products Research"

View from the Molecular Diagnostics Realm

- 9:30-9:55** Mara Aspinall, *On-Q-ity*, "The So What Test - Will Cancer Care Change with the Advent of New Diagnostics?"
9:55-10:20 Michael Weiner, *Affomix*, "Back to the MDx Future: The Proteome"

Lessons from Clinical Laboratories

- 10:20-10:45** Josh Goldsmith, *National Genetics Institute – Laboratory Corporation of America*
10:45-11:10 Bassem Bejjani, *Signature Genomics*, "Getting Access to Array CGH Testing: Insurance, Advocacy and Reimbursement Challenges"
11:10-11:35 Jim Weber, *Prevention Genetics*, "Clinical Genetics Is All About Families"

11:35-1:00 Lunch on your own

Public Initiatives and Hospital Approaches

1:00-1:25 Paul Billings, *El Camino Hospital*, “Lessons Learned Delivering Genome Enabled Medical Care (GEM CARE): A Community Hospital’s Perspective”

1:25-1:50 Michael Christman, *Coriell Institute for Medical Research*, “Using Personal Genome Information in Clinical Care — Challenges and Approaches in the Coriell Personalized Medicine Collaborative”

1:50-2:15 Misha Angrist, *Duke University*, “Consumer Genomics: Is the Emperor Finally Getting Dressed?”

Direct-to-Consumer Genetics Company Showcase

2:15-3:30

Moderator: Marcia Kean, *Feinstein Kean Healthcare*
Lew Bender, *Interleukin Genetics*
Jorge Conde, *Knome*
Elissa Levin, *Navigenics*