



CONSUMER
GENETICS
CONFERENCE

Consumer Genetics Conference 2009

Schedule At A Glance

June 9 – 11, 2009

Hynes Convention Center
Boston, Massachusetts

www.consumergeneticsconference.com

Print sponsorship kindly provided by:

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The Opportunities, Risks, and Realities

Welcome to the 1st Annual Consumer Genetics Conference in Boston, Massachusetts. Consumer genetics is fast becoming a reality. In recent months, funding opportunities and a favorable research climate have come together to create opportunities for companies, investors, academics, physicians, and lawyers who work to discover, develop, and then bring these cutting-edge products to market. Learn how this field will shape the medical, diagnostic, and drug discovery fields and join us in Boston, a city rich in the tradition of scientific and technological innovation.

The Consumer Genetics Conference provides a unique forum for thought leaders in academia, the biotech industry, and regulatory agencies to discuss the unique dynamics of this field. More than 30 speakers from all sides of the industry will provide insights into the unique challenges, risks and opportunities posed as the industry progresses.

Exhibitor listing

deCODE genetics
GeneGo
National Organization Rare Diseases
Navigenics
Interleukin Genetics
Knome, Inc.
Sorenson Genomics

Organizing Committee

DNA Like Me and Delphi Bio - John Boyce
Genomic Healthcare Strategies - Keith Batchelder, Peter Miller
Foley Hoag LLP - Hathaway P. Russell
Feinstein Kean Healthcare - Marcia Kean, Lynn Blenkhorn
Boston University - Robert Green
Highland Capital - John Burns
Executive Conference Director - Natalie Oliveira
Conference Event Specialist - Lily J. Chou

Schedule At A Glance

Tuesday, June 9, 2009

Genetics, Technology and the New Era of Healthcare

Opening Plenary

- 8:30 – 9:00 a.m. Welcome - Day's Agenda: Technology Breakthroughs Revolutionizing Genomics
John Boyce, Co-Founder, Delphi Bio LLC, Co-Founder, DNA Like Me, Moderator
- 9:00 – 9:25 a.m. Building New Markets: The Ways That Technology Will Transform DTC Genetics
Dietrich Stephan, Ph.D., Co-Founder and Chief Science Officer, Navigenics
- 9:25 – 9:50 a.m. Examples of Successful GWAS Studies - What Works
Michael R. Erdos, National Human Genome Research Institute (NHGRI), National Institutes of Health
- 9:50 – 10:15 a.m. Molecular Diagnostic/Pharmacogenomics Meets DTC Genetics
Michael Phillips, Ph.D., Scientific Director, Pharmacogenomics Centre, Montreal Heart Institute
- 10:15 – 10:35 a.m. Q&A
- 10:35 – 11:00 a.m. **BREAK**

Personal Genetics – Is it Really Here?

- 11:00 – 11:30 a.m. Personalized Genetic Medicine & Technology: The Partners Health Care Perspective
Scott T. Weiss, MD, Professor of Medicine, Harvard Medical School, Moderator
- 11:30 – 12:00 p.m. Future of Medical Genomics
Kári Stefánsson, MD, Dr. Med., CEO, deCODE genetics
- 12:00 – 12:15 p.m. Q&A
- 12:15 – 1:30 p.m. **LUNCH ON YOUR OWN**

Making Sense of the Data and Explaining It to the Consumer

Hathaway Pease Russell, Foley Hoag LLP, Moderator

- 1:30 – 2:30 p.m. Usefulness of Valid Genetic Information and How to Communicate it to Consumers and Their Physicians
Jeffrey Gulcher, MD, Ph.D., Chief Scientific Officer, deCODE genetics
- 2:30 – 3:00 p.m. The Challenges of Biomarker Commercialization - How Long Do We Have?
Philina Lee, Ph.D., Associate, Health Advances
- 3:00 – 3:15 p.m. Epigenetics as a Predictor for Phenotypes and Future Diagnostic Plans
Tamara Zemlo, Ph.D., MPH, Director of Syndicated Research and Analysis, Bioinformatics LLC

Powering the Genetics Revolution: Emerging Technologies

John Boyce, Co-Founder, Delphi Bio LLC, Co-Founder, DNA Like Me, Moderator

- 3:15 – 3:35 p.m. A Future Vision of Personalized Healthcare Enabled by True Single Molecule Sequencing
Patrice M. Milos, Ph.D., Vice President and Chief Scientific Officer, Helicos BioScience Corporation
- 3:35 – 3:50 p.m. Genomic Tools for Consumer Genetics
Mostafa Rhonagi, Ph.D., Senior Vice President and Chief Technology Officer, Illumina, Inc.
- 3:50 – 4:20 p.m. Thought Leader Talk: The \$0 Genome and Personalgenomes.org
George M. Church, Ph.D., Professor of Genetics, Director, Center for Computational Genetics, Harvard Medical School
- 4:20 – 4:40 p.m. The \$12 Genome! Nanopore Sequencing: "Beyond Next Generation Sequencing"
Barrett Bready, MD, President and CEO, Director, NABSys
- 4:40 – 5:00 p.m. SOLiD
Kevin McKernan, Senior Director, Scientific Operations, Applied Biosystems (ABI/IVGN)
- 5:00 – 5:30 p.m. Sequencing Roundtable
- 5:30 – 6:15 p.m. Robert Cook-Deegan, MD, Director, IGSP Center for Genome Ethics, Law and Policy, Duke University

- 6:15 – Open **Networking Social, Vox Populi**
Across the Street from Hynes Convention Center, Open to all Registered Attendants with Badge

Wednesday, June 10, 2009 TRACK ONE

The Practical and Legal Considerations of Patient Empowerment - Making DTC Genetics a Reality

Opening Plenary

- 8:30 – 8:45 a.m. Brief Introduction & Day's Agenda: Technology Breakthroughs Revolutionizing Genomics
Keith Batchelder, MD, Founder and CEO, Genomic Healthcare Strategies (GHS), Moderator
- 8:45 – 9:00 a.m. deCODE's Approach to DTC
Jeffrey Gulcher, MD, Ph.D., Chief Scientific Officer, deCODE genetics
- 9:00 – 9:15 a.m. What's Good Enough: Markers and Metrics for DTC Tests
Dietrich Stephan, Ph.D., Co-Founder and Chief Science Officer, Navigenics
- 9:15 – 9:45 a.m. How Will Pharmacy Benefit Managers Use Genetic Information To Improve Benefits & Lower Costs?
Bryan Dechairo, MD, Senior Director, Development Head, Personalized Medicine, Medco Health Solutions

How Safe Is Your Genetic Code, Really?

Elizabeth Schwinn, Personalized Medicine Coalition (PMC), Moderator

- 9:45 – 10:00 a.m. Genome Computers for Our Genome Based Economy
Andras J. Pellionisz, Ph.D., Founder, HolGen Tech
- 10:00 – 10:15 a.m. Protecting Your Information
Simon Lin, MD, Associate Director of Bioinformatics, Northwestern University
- 10:15 – 10:30 a.m. Knome's IT and Data Protection
Jorge Conde, Co-Founder and CEO, Knome, Inc.
- 10:30 – 11:00 a.m. Perspectives From an Entrepreneurial and Policy Viewpoint
Philip Reilly, MD, JD, Entrepreneur in Residence, Third Rock Ventures
- 11:00 – 11:45 a.m. **KEYNOTE SPEAKER: David Ewing Duncan, Award-Winning, Best-Selling Author, Director, Center for Life Science Policy, University of California, Berkeley**
- 11:45 – 12:30 p.m. **KEYNOTE SPEAKER: Robert C. Green, MD, MPH, Professor of Neurology, Genetics, and Epidemiology, Boston University Schools of Medicine and Public Health**
- 12:30 – 1:45 p.m. **LUNCH ON YOUR OWN**

Panel: Genetics & The Law:

Intellectual Property, Regulation and Public Policy

- 1:45 – 2:00 p.m. Protecting Your Business
Hathaway Pease Russell, Foley Hoag LLP, Moderator
- 2:00 – 2:15 p.m. Emerging Legal Issues in the Genomics Space
David J. Clark, Robinson, Bradshaw & Hinson
- 2:15 – 2:30 p.m. FDA Perspectives on Genetic Testing
Courtney Harper, Ph.D., Acting Director of the Division of Chemistry and Toxicology Devices, U.S. Food and Drug Administration (FDA)
- 2:30 – 2:45 p.m. Public Policy and GINA: The Genetic Information Nondiscrimination Act
Sharon Terry, President and CEO, Genetic Alliance
- 2:45 – 3:00 p.m. Q&A

Panel: Is The Science Ready Yet?

- 3:00 – 3:15 p.m. Views from the Scientific Community
Robert C. Green, MD, MPH, Professor of Neurology, Genetics, and Epidemiology, Boston University Schools of Medicine and Public Health, Moderator
- 3:15 – 3:30 p.m. Views on DTC from the Academic Community
David Hunter, Sc.D, M.P.H., M.B., B.S., Vincent L. Gregory Professor in Cancer Prevention, Harvard Medical School
- 3:30 – 3:45 p.m. Views From Those Who Make Genomic Discoveries
Kári Stefánsson, MD, Dr. Med., CEO, deCODE genetics
- 3:45 – 4:00 p.m. Why We Should Bring Medicine Back into Consumer Genetics
Isaac S. Kohane, MD, Ph.D., Lawrence J. Henderson Professor of Pediatrics and Health Sciences and Technology, Harvard Medical School
- 4:00 – 4:15 p.m. A DTC Company's View
C. Lars Mourtsen, Chief Scientific Officer, Sorenson Genomics
- 4:15 – 4:30 p.m. Roundtable and Q&A
- 4:30v – 5:00 p.m. TBA
Jay T. Flatley, President and CEO, Illumina, Inc.

5:00 – 6:00 p.m. **KEYNOTE SPEAKER: Francis S. Collins, MD, Ph.D., Former Director, National Human Genome Research Institute**

Wednesday, June 10, 2009 TRACK TWO

The Essential Components For DTC Genetics

Opening Plenary:

Creating Consumer Awareness: Lessons Learned From Business

- 8:30 – 8:40 a.m. Brief Introduction & Day's Agenda
John Boyce, Co-Founder, Delphi Bio LLC, Co-Founder, DNA Like Me, Moderator
- 8:40 – 9:00 a.m. The Coriell Personalized Medicine Collaborative: Examining The Utility of Genome-Informed Medicine
Michael F. Christman, President and CEO, Coriell Institute for Medical Research
- 9:00 – 9:30 a.m. Building and Marketing a Consumer Diagnostic
Kenneth S. Kornman, DDS, Ph.D., Founder, President, and Chief Scientific Officer, Interleukin Genetics
- 9:30 – 9:45 a.m. Q&A

Different Perspectives on DTC Genetic Testing

- 9:45 – 10:00 a.m. Views From a Medical Geneticist
Michael F. Murray, MD
- 10:00 – 10:15 a.m. View from the Genetic Counselors
Steven Keiles, President, National Society of Genetic Counselors
- 10:15 – 10:30 a.m. Our Genes Project
TBD, Brigham and Women's Hospital
- 10:30 – 10:50 a.m. Twitter in 20 Minutes for Direct to Consumer Genetics
Patrick O'Malley, 617-PATRICK
- 10:50 – 11:00 a.m. Q&A
- 11:00 – 11:45 a.m. **KEYNOTE SPEAKER: David Ewing Duncan, Award-Winning, Best-Selling Author, Director, Center for Life Science Policy, University of California, Berkeley**

11:45 – 12:30 p.m. KEYNOTE SPEAKER: Robert C. Green, MD, MPH, Professor of Neurology, Genetics, and Epidemiology, Boston University Schools of Medicine and Public Health

12:30 – 1:45 p.m. LUNCH ON YOUR OWN

Investment in DTC Genetics: Is The Time Now, Or Is It Too Early?

1:45 – 2:00 p.m. The Profound Impact of the New Science on Old Markets
Peter S. Miller, Chief Operating Officer, Genomic Healthcare Strategies (GHS), Moderator

2:00 – 2:15 p.m. Consumer Funds Exploring DTC Genetics
John Burns, General Partner, Highland Capital Partners

2:15 – 2:45 p.m. Introduction to Generation Health
Per G. H. Lofberg, Chairman and CEO, Generation Health

2:45 – 3:00 p.m. Physic Ventures
Dion Madsen, Managing Director, Physic Ventures, LLC

3:00 – 3:30 p.m. Roundtable

3:30 – 3:45 p.m. BREAK

Panel: DTC Business Models

3:45 – 4:00 p.m. DNA Direct
Ryan Phelan, Founder and CEO, DNA Direct, Moderator

4:00 – 4:15 p.m. 23 and Me
Linda Avey, Co-Founder, 23 and Me

4:15 – 4:30 p.m. TBA
David E. Housman, Ph.D., Ludwig Professor of Biology, Massachusetts Institute of Technology

4:30 – 4:45 p.m. Interleukin Genetics
Lewis H. Bender, CEO, Interleukin Genetics

4:45 – 5:00 p.m. Making a Business From the Whole Genome
Jorge Conde, Co-Founder and CEO, Knome, Inc.

5:00 – 6:00 p.m. KEYNOTE SPEAKER: Francis S. Collins, MD, Ph.D., Former Director, National Human Genome Research Institute

Thursday, June 11, 2009 TRACK ONE

Breakthrough Products & Services for the Consumer/Patient

Opening Plenary: The Groups and Initiatives Driving Personalized Medicine

8:30 – 8:40 a.m. Brief Introduction & Day's Agenda
John Boyce, Co-Founder, Delphi Bio LLC, Co-Founder, DNA Like Me, Moderator

8:40 – 9:45 a.m. KEYNOTE: Creating Consumer-Engaged Personalized Genetic Medicine
Mark P. Stevenson, President and COO, Life Technologies

9:45 – 10:00 a.m. Q&A

The Future: Personalized Genetic Products

10:00 – 10:30 a.m. Consumer Genomics at P&G
Jay P. Tiesman, Ph.D., Principal Scientist, Genomics Group Leader, Procter & Gamble

10:30 – 11:00 a.m. Q&A

11:00 – 12:00 p.m. Exhibitor Showcase Presentations

12:30 – 1:45 p.m. LUNCH ON YOUR OWN

Health Services and DTC Genetics

1:45 – 2:00 p.m. Health Services and DTC Genetics: Working Together or Separately?
Keith Batchelder, MD, Founder and CEO, Genomic Healthcare Strategies (GHS), Moderator

2:00 – 2:30 p.m. Feinstein Kean Healthcare's View on Direct to Consumer Genetics
Craig Martin, Managing Director, COO, and Executive Vice President, Feinstein Kean Healthcare (FKH)

2:30 – 2:45 p.m. A Truly-Powered Biomarker Discovery Business
Mark Briggs, DNA Like Me

The Consumer Experience

2:45 – 3:15 p.m. Patients Like Me
James Heywood, Co-Founder and Chairman, Patients Like Me (PLM), Moderator

3:15 – 3:45 p.m. The Psychology Behind DTC Genetics
Talya Miron-Schatz, Ph.D., Research Associate, Center for Health and Wellbeing, Princeton University

3:45 – 4:00 p.m. A Journalist's View
Pearl Duncan, NBC

DTC Genetics Showcase - Leading Edge Offerings

4:00 – 4:15 p.m. Navigenics
Dietrich Stephan, Ph.D., Co-Founder and Chief Science Officer, Moderator

4:15 – 4:30 p.m. 23 and Me
Linda Avey, Co-Founder

4:30 – 4:45 p.m. DNA Direct
Ryan Phelan, Founder and CEO

4:45 – 5:00 p.m. Interleukin Genetics
Lewis H. Bender, CEO

5:00 – 5:15 p.m. Knome, Inc.
Jorge Conde, Co-Founder and CEO

5:15 – 5:30 p.m. Sorenson Genomics
C. Lars Mourtisen, Chief Scientific Officer

5:30 p.m. CLOSE

Thursday, June 11, 2009 TRACK TWO

11:00 a.m. – 12:00 p.m. Navigenics Workshop

12:00 – 12:30 p.m. Navigenics Lunch (invitation only)



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