Day 1 of Convergence will leverage the help of the many expert participants to focus on the key barriers holding back personalized medicine matching these to fresh opportunities for industry to step change the current fragmented trajectory of personalized medicine

8.30 – 9.00  **Registration**  
(TEa and coffee in foyer)

9.00 - 9.15  **Opening and Convergence Goals from Julie Goonewardene,**  
**Associate Vice Chancellor of University of Texas System, AMA Board of Trustees, Chairwoman, Board Member**

Ms. Goonewardene is the associate vice chancellor for innovation and strategic investment for the University of Texas System. In this role she serves as the strategic leader and advisor for the UT System and UT institutions in all areas related to commercialization, growth and expansion of innovation and entrepreneurship including the UT Horizon Fund. She is also responsible for the development of sustainable academic-industry partnerships. She serves on the Board of Trustees for the American Medical Association as its public member. She is the third person to ever hold this position. Additionally she is a member of the board for the Personalized Medicine Coalition.

Previously she was the associate vice chancellor for innovation and entrepreneurship at the University of Kansas (KU). She also served as president of KU Innovation & Collaboration and as a professor of practice at the KU School of Business.

Prior to KU, she held various roles at Purdue University. One of her primary focus areas was company formation and capital acquisition for start-up companies. While at Purdue she designed and managed Purdue's first venture fund.

In addition to being recognized as an expert in bringing groups together across the health care spectrum to develop solutions to medical issues, Ms. Goonewardene is an experienced entrepreneur. She co-founded and served as president of a venture-backed software company, which she sold in 2004. Previously, she was president of an information technology consulting firm.
and co-founder of an IT professional services firm that went public three years after its inception.

Ms. Goonewardene is a frequent speaker both nationally and internationally on entrepreneurship and an author on innovation. She is a member of the Economic Club of Chicago and the Chicago Finance Exchange, and is a trustee of Springboard Enterprises, a national nonprofit venture catalyst.

Ms. Goonewardene holds a Bachelor of Science with honors in general management and a Masters of Science in health communication both from Purdue University.

9.15 - 10.20 Visionaries Present Their 2020 View for Personalized Medicine

BEYOND THE PILL: FRAMEWORKS FOR PM TECHNOLOGY INTEGRATION

Speaker: Dr Dale Athey, CEO, OJ-Bio Ltd

Dr Dale Athey is CEO and founder of OJ-Bio Ltd, a joint venture between leading Japanese wireless communications company, Japan Radio Co., Ltd., and UK nanobiotech company Orla Protein Technologies Ltd. OJ-Bio is utilising Surface Acoustic Wave SAW sensor technology, advanced biotechnology and communication system expertise from its parent companies, to develop a range of wireless devices that enable testing outside of the traditional laboratory setting.

Dale has over 20 years industrial experience in both research and customer facing roles in the medical diagnostics industry. In 2002 Dale and Professor Jeremy Lakey co-founded the nanobiotechnology company Orla Protein Technologies Ltd, a spin-out from the University of Newcastle upon Tyne, UK, in 2002, and Dale was instrumental in the founding of OJ-Bio in 2009.

PM was always about more than a test and a therapy, instead it is about aligning multiple pill and non pill technologies (Diagnostics- Devices - IT- Education) into the treatment pathway. Dale will provide us with a perspective on the introduction of a novel disruptive technology into the traditional treatment paradigm. This
will set us up to explore the essential integration of unalike technologies in personalized medicine during later discussion sessions.

**LIVING WITH THE REALITY OF COOPETITION**

**Speaker: Peter Hoehn, Global Business Leader, Janssen Diagnostics at J&J**

Peter is currently Global Business Leader at Janssen Diagnostics where he leads a team right at the interface between diagnostics and Pharma with the goal of integrating diagnostics and treatments into novel personalized medicine solutions. A lifelong expert in diagnostics and therapy development and marketing, Peter has helped Janssen think outside the box in terms of what constitutes leadership in the PM space.

Like many of us, Peter has experienced first-hand the need (and difficulties) to marry the different business models of therapy and diagnostics within a large healthcare organization and has learnt how to articulate the opportunities and obligations which emanate from adoption of a personalized medicine strategy.

Peter will share with us his perspectives on how/where and when those in industry can cooperate during the commercial and competitive phase. Coopetition in PM is a concept borne of this important balancing act between cooperating to advance the boundaries of personalized medicine in the clinic and competing within individual disease areas. This will set us up to explore how we better forge commercial collaborations in personalized medicine during later discussion sessions.

**ACCELERATING POLICY IN ALL THE RIGHT PLACES**

**Speaker: Reinhard Ortmann, Director of the Companion Diagnostic Commercialization, QIAGEN**

As Director of the Companion Diagnostic Commercialization, for QIAGEN, Reinhard is responsible for co-commercialization of companion diagnostics in collaboration with pharmaceutical companies and development of global joint commercialization
strategical and tactical plans for companion diagnostic with pharma partners and regional implementation. To date, Reinhard has overseen launches of companion diagnostics in glioma, gastrointestinal struma tumor, and leukemia, as well as for launch preparation of NextGenSequencing technology in personalized healthcare. He was also responsible for the US-Launch of the FDA-approved therascreen EGFR PMA as companion and the July 2012 US-Launch of the FDA-approved therascreen KRAS PMA as companion diagnostic for Bristol-Myers Squibb’s Erbitux® (July 2012).

Reimbursement and Regulations remain two great infrastructure gaps holding back diffusion of PM. Reinhard will help guide us towards a future vision of streamlined commercialization what industry can do to help. This will set us up to explore how we better forge commercial collaborations in personalized medicine during later discussion sessions.

10.20 - 10.45 Break (Tea and coffee served in the networking foyer)

10.45 - 11.50 EDUCATE NOT MEDUPOLLUTE

Dr Wouter Spek, Managing Director, EuroBioForum

In 2008, Wouter started his own consultancy company, T.I.B. Development, focusing on international networking and brokerage in the Life & Health Sciences. As of 2011, he is also managing director of EuroBioForum, a platform for research performers and funders in personalized medicine in Europe. For over 20 years Wouter has worked as manager corporate development for several National as well as European based organisations (SenterNovem, NWO, BioPartner, Netherlands Genomics Initiative, COST, EUREKA, ESF, EuroBioFund) and has developed and managed brokerage concepts for NGI (annual conference Genomics Momentum) and third parties like Genome Canada, Netherlands Foreign Investment Agency (High Tech Connections USA-Netherlands). For several Dutch ministries he has designed and implemented RTD financial support schemes amongst others a dedicated programme for the Ministry of Economic Affairs for the creation of life sciences spin-out companies from Dutch universities, the BioPartner First Stage Grant Programme. As managing director of EuroBioFund (2006-2008) he
was successful in creation of RTDI partnerships bringing together public and private research funders and performers in the Life Sciences.

At the coal face of medical implementation, doctors find PM confusing. This visionary will describe the ideal education approach to laboratories, medical practitioners and patients which avoids overload, confusion and complexity.

RESHAPING THE PM PARADIGM

Speaker: Jim Gallarda, Senior Program Officer, Diagnostics at Bill & Melinda Gates Foundation

Today, Jim is Senior Program Officer, Diagnostics at Bill & Melinda Gates Foundation helping to oversee one of the most far-seeing convergence programs of treatment and diagnostics, designed to address some of the world’s most intractable infectious diseases like multi drug resistant TB. One of the most experienced executives in personalized medicine today, Jim has held leadership roles within Pharma and Diagnostic companies, including Novartis where he was responsible for companion diagnostic development in oncology, Roche Molecular Systems blood screening platform, responsible for cross-functional oversight of both assay & system development and the successful launch of Roche’s first three PCR blood screening products & platform for HCV, HIV-1, and HBV), and prior to that as Global Development head of Abbott’s HIV-1 blood screening program.

Jim will describe how the BMGF is knocking down technology, cost and infrastructure walls to pave the way for targeted treatments in TB and other infectious diseases. This is an intriguing story of the power of integrated thinking working against intractable diseases in commercially challenging markets. This will set us up to envision how an integrated disease based approach could look (with better industrial collaboration) in personalized medicine during later discussion sessions.

THE BUSINESS MODEL FOR INTEGRATED THINKING IN PM
Speaker: Peter Keeling, CEO, Diaceutics

Peter recognized early on that personalized medicine would be an increasingly large part of the drug development and commercialization paradigm, representing a significant shift in how the pharmaceutical and diagnostic industry operate today. He has founded and shaped Diaceutics around this singular premise.

Peter brings over 25 years of experience in international healthcare, launching therapies, diagnostics and HIT into global healthcare markets. Peter has published widely on the financial and business model benefits of personalized medicine, shaping opinion along the way. An MBA and Fellow of the Sloan School at MIT, Peter has married his front line experience in driving adoption of novel treatments and tests to the analysis of diffusion theory.

Peter will describe the power of integration to transform the industrial interface of personalized medicine, providing not only an analysis of where we are going wrong but of the financial benefits of getting it right. Armed with arguably the most asset based experience in the PM industry today, Peter will describe some of the internal barriers we need to knock down to empower change within our respective organisations.

11.50 -13.00  
Panel Q&A Chair: Turna Ray, Editor, PGx Reporter, GenomeWeb

Turna is currently a writer and editor at GenomeWeb and arguably one of the most connected industry commentators on personalized medicine today. Turna’s in depth reportage illustrates her grasp of the key trends, issues and people currently forging personalized medicine, and is ideally placed to explore the key issues and opportunities with our speaker panel who will be able to address questions from the floor

13.00 -14.00 Lunch

14.00-14.15 Assignment of Workgroups and Tasks  
Explanation and Coordination: Dr Christof Koelsch

Participants will be assigned one of five themed discussion groups which will be asked, via facilitated forums, to discuss remaining barriers to personalized medicine and AGREE a set of recommendation solutions for their theme.
14.15-17.30 **Discussion Group Themes**

1. What are the barriers and opportunities to ensure we are integrating the multiple and varied PM enabling technologies along the patient pathway.
   
   Chair: Dr Christof Koelsch, Diaceutics

2. Rewriting the rules on coopetition in PM. Barriers and opportunities to cooperation.
   
   Chair: Jackie Morgan, Adelphi

3. Reimbursement and Regulation in PM. What's missing and opportunities to close the gaps more quickly
   
   Chair: Tiffany Olson, Cardinal Health

4. Stakeholder Education, Barriers and opportunities to fix undeveloped PM education structures.
   
   Chair: Emmanuelle Benzimra and Alain Huriez, EPEMED

5. Communicating the power of systems integration to transform the future personalized medicine trajectory.
   
   Chair: Paul Pfleiderer, CAHG and Bioceutics

**Coffee and refreshments** available during the discussion group sessions, each group will have a moderator and slide editor.

19.00 - late **Transfer for Dinner to central Dublin location:** Tonight’s Convergence dinner will centre around a traditional Irish pub night, perfect to get to know your fellow PM executives and their perspectives on the world. It was in similar Irish pubs that great literature, revolution and lifelong relationships were formed and it is intended to recreate a little of that magic to help oil the wheels of personalized medicine.
Day 2 of Convergence will aim to sew the discussion themes and many sidebar discussions into a very initial industrial vision for personalized medicine. In addition, we will leverage the output of the discussion groups to scaffold this vision with practical actions and next steps.

9.15-11.00  **Facilitated by Dr Christof Koelsch, all five discussion leaders present their barriers and solutions agreed within their group and take questions from the floor.**

11.00 -11.15 **Break (Tea and coffee served in the networking foyer)**

11.15-12.00 **Bringing it All Together: Peter Keeling**

Peter will provide a tour of the Convergence journey and present an initial integrated Industrial Vision For PM based on the discussions and debates over the previous 24 hours.

12.00-12.30 **Where Next: Julie Goonewardene**

Julie will facilitate a discussion from the floor to agree next steps with the meeting momentum and outputs.

12.30 –1.30 **Final Networking Lunch and Review of Takeaways from the meeting**

What will you be able to take away from the meeting?

- All agreed outputs and integrated industrial vision will be available in a novel presentation format in a way which can help start to change hearts and minds in your organizations on the following Monday morning.
- Diaceutics will provide an update to its acclaimed competitive benchmarking Pharma Readiness Report – available free of charge only to conference attendees.
• Access to 12 months of GenomeWeb for conference attendees.

1.30 Meeting ends