

**March Program**  
**TUESDAY, MARCH 14, 2006**

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**TOPIC:** “Personalized Medicine: The Changing Landscape of Healthcare”

**SPEAKER:** **Edward Abrahams, Ph.D.**  
**Executive Director, Personalized Medicine Coalition**

**MODERATOR:** Gordon Kapke, Ph.D.  
V.P., Global Technical Affairs, Covance Central Laboratory Services

Personalized medicine, most observers believe, is likely to change the way drugs are discovered and medicine is prescribed.

Dr. Abrahams is Executive Director of the Personalized Medicine Coalition, a non-profit educational and advocacy group representing diverse members with an interest in advancing medical progress through the adoption of personalized medicine concepts and products. Dr. Abrahams has extensive experience in the industry, academia and government. His past positions include serving as Executive Director of the Pennsylvania Biotechnology Association and Assistant Vice President for Federal Relations at the University of Pennsylvania. He also held a senior administrative position at Brown University, and worked for seven years for the United States Congress.

At this program, Dr. Abrahams will give a comprehensive overview of personalized medicine and discuss what it faces in terms of development, financing, policy and regulatory issues, including the following:

- What personalized medicines are on the market, or in late stages of development?
- What are the economics of personalized medicine:
  - How can personalized medicines provide shareholder value?
  - In today’s managed care environment, will there be problems getting them covered by insurers?
  - Who are the main players investing in personalized medicine now, and why?
- What legislative hurdles do personalized medicines face?
- What are the politics in Washington of supporting vs. opposing various types of government encouragement for drug companies to develop and market personalized medicines, and why?