



WEDNESDAY, SEPTEMBER 12, 2007 (Lunch Program)

TOPIC: **Getting Personal: Individualized Therapies
In Cancer & Non-Oncology Indications**

SPEAKER: **Dr. Jeff Bockman**, Vice President, Defined Health

A time will come when medical decisions will be directed by a more refined battery of tests that will guide, if not dictate, which drug or combination of drugs to use, at which dosages, and for how long for that form of disease for that patient. Those wishing to strategize for the future of personalized medicine and pharmacogenomics can observe what is happening in oncology, which is at the forefront of this sea of change.

Ten percent of drug labels right now contain pharmacogenomic information (for example, making note of extensive metabolizers (EMs) and poor metabolizers (PMs), such as Abilify). Further, there are now 35 compounds in development for which pharmacogenetic data is being collected and submitted to the FDA under a voluntary submission program. This presentation will compare and contrast oncology with other therapeutic areas to leverage the experience with oncology as personalized medicine moves beyond cancer to such settings as heart disease, metabolic conditions, psychiatric and neurological disorders.

Jeff Bockman's scientific expertise encompasses a broad range of therapeutic disciplines for which he serves as team leader or internal consultant at Defined Health, including oncology, infectious diseases (especially HIV, hepatitis, and antibiotic-resistant bacterial infections), inflammatory disorders (especially asthma and psoriasis), complex therapeutics (cell and gene therapy) and drug delivery. Jeff also has extensive commercial and strategic perspective on the pharmaceutical and biotech industries. He has directed hundreds of in-depth licensing opportunity and valuation assessments during his more than 10 years at Defined Health. The company is a biopharmaceutical business development strategy consultancy that is a long-term Associate Member of New York Pharma Forum.