

**THURSDAY, JULY 21, 2011**

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**TOPIC: How Biopharma Companies Can Benefit from Pharmacodiagnosics and Personalized Medicine**

**SPEAKERS:** Asif Dhar, M.D., Chief Medical Informatics Officer, Deloitte Consulting LLP  
Terri Cooper, Ph.D., Principal and Managing Director, Deloitte Consulting LLP  
Cathy Kerzner, CEO, M2Gen

Pharmacodiagnosics are considered the pathway to what has been termed "personalized medicine," which is paving the way for a superior health care system by custom-fitting treatment to a patient's unique genetic blueprint. It is expected to increase profits, speed clinical trials, achieve better clinical results, satisfy patients and reduce healthcare costs.

At this program, three experts will discuss the state of this emerging field with a focus on pharmacodiagnosics. They will provide an overview of the subject, including the concept, key players, challenges, business and market models and case studies (past successes and failures) as well as future opportunities, and explain how biopharma companies can take advantage of pharmacodiagnosics to grow business.

Asif Dhar, MD, MBA, has deep functional and management experience that spans public and private sector health clients. He is Chief Medical Informatics Officer at Deloitte Consulting and is responsible for helping clients use health information to improve their businesses and help them create new ones. He provides clients with information strategies and solutions to transform care and enhance translational research. Dr. Dhar is a Senior Fellow in the Deloitte Center for Health Solutions, where he is leading Deloitte's thought leadership regarding Personalized Medicine. Dr. Dhar has provided senior leadership to numerous enterprise-wide healthcare information technology (HIT) initiatives in the US, Canada, and the UK. Prior to his current position, he had a leadership role at one of the world's largest HIT corporations. Dr. Dhar earned his BA and MBA at the University of Chicago, and his MD at the University of Illinois at Chicago College of Medicine.

As a consultant, Dr. Cooper has participated in a broad range of strategic advisory services for pharmaceutical companies. In her current role, she is responsible for product and service offerings in R&D to U.S. multinational pharmaceutical companies. Before joining Deloitte, Dr. Cooper was a partner leading the Global R&D Pharmaceutical/Life Sciences Practice within IBM Business Consulting. She spent eight years before becoming a consultant in the pharmaceutical industry, in clinical development, regulatory affairs, sales and marketing. Dr. Cooper holds a B.S. in Chemistry and Pharmacology and a Ph.D. in Pharmacology from the University of London.