

Clearing a Path for Personalized Medicine

A Clarity Foundation Discussion Series

2012 Sponsorship Summary

Personalized Medicine (PM) has revolutionized the treatment of infectious disease and leukemia and is now poised to transform the treatment of solid tumors as well. The recent approvals of companion diagnostic and therapeutic products for melanoma and lung cancer are evidence of this paradigm shift. The drive for this revolution comes from the fact that, for the first time, all of the relevant stakeholders are aligned in the desire to see PM broadly implemented including:

- patients
- physicians
- pharma
- providers and
- payers

However, challenges remain in bringing the promise of Personalized Medicine to reality. The Clarity Foundation's Personalized Medicine Symposium Series will create a venue for productive discussion of the challenges and opportunities as this PM revolution unfolds.

The Symposium Series will be comprised of three events per year for at least two years. The format will include presentations and panelist discussions of key issues through the prisms of the different stakeholders. Each event will also mandate active participation by each of the attendees through organized and coordinated networking activities.

Silver Sponsors**Event Sponsors**

The objectives of the PM Series are to:

- bring together provocative participants representing all of the key stakeholders in PM
- provide a forum for discussion of opportunities and challenges
- raise awareness of the challenges in implementing PM
- facilitate networking and collaboration
- provide actionable solutions to facilitate the PM revolution

<p>Event series format:</p>	<p>A series of three events with panel presentations from thought-provoking speakers followed by interactive discussion.</p>
<p>Personalized Medicine Is Failing <i>How can we make it work?</i></p> <p>February 28, 2012 5:00 – 7:30pm Pfizer conference center</p> <p>Speakers and location confirmed</p>	<p>Panel moderated by: David Nelson, Ph.D., Epic Sciences</p> <p>The unlikely success of Crizotinib: ALK targeting for lung cancer Jamie Christensen, Director of Translational Pharmacology, Pfizer</p> <p>Personalized treatment from the patient’s perspective Allen Fremont, lung cancer survivor and Co-Director at California Comparative Effectiveness and Outcomes Improvement Center</p> <p>Intellectual property challenges for theranostics Lisa Haile, Partner, DLA Piper</p>
<p>Commercial Realities for Personalized Medicine</p> <p>May 2012 5:00 – 7:30pm TBD</p> <p>Proposed speakers</p>	<p>Panel moderated by: Michael Pollock, President, Reynolds Pollock & Associates</p> <p>Why hospitals aren’t ready for personalized medicine yet Eric Topol, MD, Chief Academic Officer, Scripps Health</p> <p>How payors are thinking about personalized medicine Bryan Dechairo, Head of Development for Personalized Medicine, Medco</p>
<p>Biomarkers biggest success is to publish and vanish: <i>The new valley of death</i></p> <p>September 2012 5:00 – 7:30pm TBD</p>	<p>Panel moderated by: Anna Barker, Ph.D., Director, Transformative Healthcare Networks, Arizona State Univ, former Deputy Director, National Cancer Institute</p> <p>Panelists to include: George Poste, former Director, Biodesign Institute Arizona State Univ.</p>

Annual Sponsorship Levels for Series (3 Events)

Gold Sponsor \$25,000

- 12 event registrations with reserved seating
- Recognition in promotional materials (email invitations and website)
- Logo in program handouts and displayed at registration table
- Six foot display table

Silver Sponsor \$10,000

- 6 event registrations with reserved seating
- Recognition in promotional materials (email invitations and website)
- Logo in program handouts and displayed at registration table

Series Sponsor \$2,500

- 3 event registrations with reserved seating
- Recognition in promotional materials (email invitations and website)

A portion of sponsorship will be considered a tax-deductible donation to The Clarity Foundation, a 501(c)(3) organization. We appreciate your support of this forum for advancing personalized medicine.

Sincerely,



David Nelson, Ph.D.
Clarity Foundation Board Member
President and CEO, Epic Sciences



Michael Pollock
Clarity Foundation Board Member
President, Reynolds Pollock & Assoc.



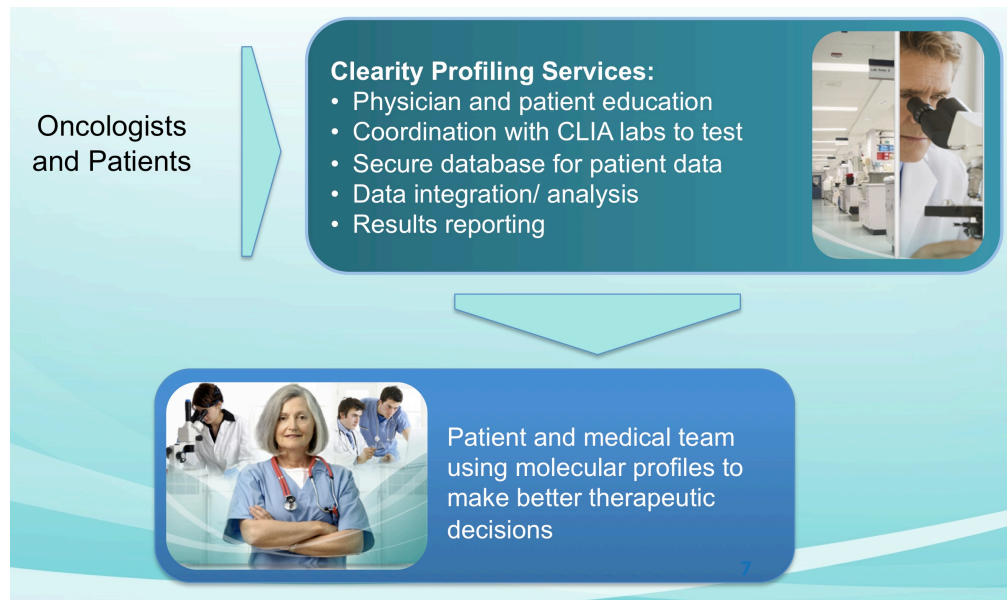
Hillary Theakston
Executive Director
The Clarity Foundation

Mission and Approach

The Clarity Foundation is the only foundation in America dedicated to improving therapeutic options for women with ovarian cancer now. We believe we are the first organization making personalized medicine a reality for women with this disease. We do this using molecular profiling technology to analyze a patient's tumor coupled with Clarity's Diane Barton Database to determine which drugs are most likely to be effective. By improving the information used in making treatment decisions, our goal is for women with ovarian cancer to live longer, healthier lives.

Ovarian cancer tumors are very different from patient to patient, which means they are likely to respond differently to FDA approved and investigational drugs. By identifying the alterations in each tumor's information pathways, molecular profiling enables the individualization of a patient's treatment by matching those tumor alterations with one or more drugs.

The Clarity Foundation has developed a process for generating this personalized diagnostic information using commercially-available molecular profiling technologies and then analyzing the results using its Diane Barton Database. Armed with this analysis, patients are able to work with their medical teams to make better-informed treatment decisions.



Impact on Patients' Lives

"As a person with a recurrence, the timing of the profiling could not have been more critical. The reports that were provided changed the course of my treatment and I know will change my overall survival. The Clarity Foundation is a critical piece that can change outcomes for ovarian cancer patients."

– Joanie T., Clarity Patient

