

# DAY 1 PROGRAM — January 26, 2015 — 7:00am - 12:00pm

Time	Track 1	Track 2	Track 3
7:00am	Registration, Breakfast and Networking		
7:55am	<i>Ralph Snyderman, Duke University</i> Opening words by program chair		
8:00am	<i>Peter Donnelly, Oxford University</i> PMWC 2015 UK Introduction and Overview		
8:05am	<i>Amir Dan Rubin, Stanford Health Care</i> Stanford Health Care Delivery Innovation		
8:15am	<i>Craig Venter, JCVI</i>		
8:30am	<i>Ron Davis, Stanford University</i>		
8:45am	<i>George Church, Harvard Medical School</i>		
	<b>Newborn &amp; Prenatal Dx</b>	<b>Cardiovascular Disease &amp; Biomarkers</b>	<b>Dx/Rx Company Competition</b>
9:00am	<i>Matthew Rabinowitz, Natera (Chair)</i> <i>Dennis Lo, Li Ka Shing Institute</i> Noninvasive Prenatal Testing: What's Next?	<i>Gil Omenn, University of Michigan (Chair)</i> Cardiovascular Diseases Reflect Many Modifiable Risk Factors and Multiple Predisposing Gene	<i>Andy Kurtz, NCI</i>
9:15am	<i>Susan Gross, Natera</i> Identifying Constellations in Cell-Free DNA	<i>Jennifer Van Eyk, Cedars-Sinai</i> Disease Modified Proteins: Link between Rheumatic Arthritis and Heart Disease	<i>Accel Diagnostics</i>
9:30am	<i>Vince Ramey, DNAnexus</i> Addressing Operational Challenges of Prenatal Testing Such as Scalability and Global Data Access	<i>Jay G. Wohlgemuth, Quest Diagnostics</i> Holistic and Integrated Cardiovascular Diagnostic Solution	<i>ACD Bio</i>
9:45am	<i>Ramji Srinivasan, Counsyl</i> Next Generation Counseling: Reinventing Results Delivery	<i>Robert Gerszten, MGH Heart Center</i> Integrating Metabolomics for Less Impersonal Medicine	<i>APT Life Sciences</i>
10:00am	Break, Exhibition & Networking		
	<b>Impact of Genomics on Cancer Care</b>	<b>Commercializing Longevity &amp; Aging Genetics</b>	<b>Dx/Rx Company Competition (Cont.)</b>
10:30am	<i>Frank S. Ong, Illumina (Chair)</i> <i>John Leite, Illumina</i> The Path to Adoption of NGS for Clinical Oncology Management	<i>Brian Kennedy, Buck Institute (Chair)</i> Drugs That Forestall Aging – Extending Healthspan	<i>Biological Dynamics</i>
10:45am	<i>Mike Nolan, Thermo Fisher Scientific</i> Pioneering the Path to Precision Oncology Through Next-Generation Sequencing	<i>Felix Frueh, Human Longevity</i> Healthy Aging and the Capture of Converging Technologies	<i>Bullet Bio</i>
11:00am	<i>Brad Gray, NanoString Technologies</i> Improving Cancer Care Through Localized Tumor Profiling	<i>Elli Kaplan, Neurotrack</i> Algorithms, Eye Tracking & Alzheimer's Disease	<i>Dermala</i>
11:15am	<i>Mark Erlander, Trovagene</i> Quantitative Detection of Cancer Mutations in Liquid Biopsy Samples	<i>Emily Conley, 23andMe</i> Accelerating Research Through Big Data	<i>GenePeeks</i>
11:30am	<i>Tom Willis, Sequentia</i> Immune Response Profiling: Actionable Insights Through Next-Gen Sequencing	Panel, Q&A	<i>Moleculera Labs</i>
11:45am	Audience Q&A		<i>Novellus Dx</i>
12:00pm	Lunch, Exhibition & Networking		

# DAY 1 PROGRAM — January 26, 2015 — 1:00pm - 5:15pm

Time	Track 1	Track 2	Track 3
	<b>Clinical Methodologies of NGS</b>	<b>Applications of NGS for Non-oncology</b>	<b>Dx/Rx Company Competition (Cont.)</b>
1:00pm	<i>Mike Snyder, Stanford University (Chair)</i> Analyzing Complex Diseases Using Integrative Omics Technologies	<i>Cliff Reid, Complete Genomics (Chair)</i> Whole Genome Sequencing for Diagnosing Intellectual Disability	<i>Prime Genomics</i>
1:15pm	<i>Patrick Roche, HTG Molecular</i> NGS-based Molecular Profiling from a Single FFPE Section	<i>Cornelius Boerkoel, Appistry</i> Personalized Medicine: A Communal Affair	<i>Sandstone Diagnostics</i>
1:30pm	<i>Michael Ball, GenoLogics</i> The Impact of Informatics on Clinical NGS Services	<i>Patrice Milos, Claritas Genomics</i> Successes and Challenges of Spinning out an Academic Genetic Testing Laboratory	<b>Genomic Centers</b>
1:45pm	<i>Jason Merker, Stanford University School of Medicine</i> Using Genome Sequencing in the Clinical Setting	<i>Jonas Korlach, Pacific Biosciences</i> New views of the Human Genome & Transcriptome through Long-Read Sequencing	<i>Peter Donnelly, Oxford University</i>
2:00pm	<i>John Ryals, Metabolon, Inc.</i> Getting More from NGS: Metabolomics as a First-line Phenotyping Tool	Audience Q&A	<i>Somalee Datta, Stanford University</i>
	<b>Impact of Genomics on Cancer Care (Cont.)</b>	<b>Clinical Trials in the Era of PM</b>	
2:15pm	<i>Frank S. Ong, Illumina (Chair)</i> <i>Kim Popovits, Genomic Health</i> Transforming the Cancer Patient Journey with Actionable Genomic Information	<i>Steven Stein, Novartis (Chair)</i> Flipping the Clinical Trial Paradigm 180 Degrees	<i>Berta Strulovici, WI, Israel</i>
2:30pm	<i>Janusz Dutkowski, Data4Cure</i> Personal Systems Interpretation: a Multidimensional View Into Cancer	<i>Nathan Caffo, Presage Biosciences</i> Human Patients: The Most Important Cancer Model	<i>John Witte, UCSF Human Genetics Inst.</i>
2:45pm	<i>Martin Naley, Cure Forward</i> The Coming Genomics Boom: Will Patients Be The Catalyst?	<i>Eran Eden, MeMed</i> Relying on the Most Accurate System to Diagnose Infections... Your Immune System	<i>Marc LePage, Génome Québec</i>
3:00pm	Break, Exhibition & Networking		
	<b>Impact of Genomics on Cancer Care (Cont.)</b>	<b>Clinical Trials in the Era of PM (Cont.)</b>	<b>Genomic Centers (Cont.)</b>
3:30pm	<i>Michael Pellini, Foundation Medicine (Chair)</i> "Comprehensive" Molecular Profiling And Big Data Is Changing The Fight Against Cancer	<i>David Dworaczyk, Oracle</i> Improving Drug Discovery and Development with Genomics	<i>Radoje Drmanac, BGI Research</i>
3:45pm	<i>Nicholas Dracopoli, Janssen R&amp;D</i> Circulating Tumor Cells: From Enumeration to Comprehensive Characterization	<i>Andy Kogelnik, Open Medicine Institute (OMI)</i> Clinical Trials in the Age of Social Media	<i>Andrew Barry, Broad Institute</i>
4:00pm		<i>Ann Kapoun, OncoMed</i> Patient Selection Approaches Using Protein and Gene Predictive Biomarkers: 2 Case Studies	<i>Olena Morozov, UCSC GX Inst.</i>
4:15pm	<i>Stefan Roever, Genia</i> <i>Krishna Yeshwant, Google Ventures</i> Panel, Q&A	<i>Rami Käkönen, MediSapiens (US) Inc.</i> Remission Coach: A New Platform to Enable Targeted Recruiting for Clinical Trials	<i>Nathan Pearson, New York Genome Center</i>
4:30pm		<i>Rebecca Blanchard, Merck</i> Incorporating PGx Research Into Clinical Drug Development	
4:45pm	<i>Frank S. Ong, Illumina (Chair)</i> <i>Dennis Slamon, UCLA</i> Molecular Diversity of Human Breast Cancer: Clinical and Therapeutic Implications	<i>George Sledge, Stanford University</i> Genomics Chaos and the Cancer Therapy Spectrum	<i>Mya Thomae, Illumina</i> Tutorial: FDA Update: LDTs, CoDx & NGS
5:00pm	<i>Tom Caskey, Baylor College of Medicine</i> Executive Care for Genetic Disease Prevention	Audience Q&A	
5:15pm	Closing		

# DAY 2 PROGRAM — January 27, 2015 — 7:00am - 12:00pm

Time	Track 1	Track 2	Track 3
7:00am	Registration, Breakfast and Networking		
7:45am	<i>Lee Hood, Institute for Systems Biology</i> Catalyzing a Revolution in Healthcare through a Longitudinal, Digital-Age Study of 100,000 Well Individuals		
	<b>Risk, Reward &amp; Innovation</b>	<b>Detection and Molecular Analysis of Drug-induced Adverse Events</b>	<b>Podium Company Presentations</b>
8:15am	<i>Ralph Snyderman, Duke University (Chair)</i> PM & Healthcare Delivery: Value & Cost of Innovation	<i>Lawrence Lesko, UF (Chair)</i> Targeted Therapy Drugs: Safety Matters	
8:30am	<i>Ed Abrahams, PMC (Moderator)</i> <i>Stephen Eck, Astellas</i>	<i>David Jackson, MolecularHealth</i> From Knowledge Innovation to Personalized Pharmacovigilance	<i>Jerry Parrott, BioMarker Strategies</i> Functional Solid Tumor Profiling for Targeted Drug Development
8:45am	<i>Steve Miller, Express Scripts</i> <i>Paul Radensky, McDermott Will &amp; Emery</i> <i>Risa Stack, GE Ventures</i>	Audience Q&A	<i>Heike Krupka, KaloBios</i> Targeted Drug Development of Novel Anti-EphA3-Antibody (KB004)
9:00am	Panel, Q&A	<i>Richard Weinshilbourn, Mayo Clinic College of Med.</i> Pharmacogenomics of Psychiatric Disease	<i>Ruth Katz, MD Anderson</i> Rapid Blood Test Detects CTCs in Lung Cancer
	<b>Regulatory &amp; Reimbursement Frameworks for Molecular Testing</b>	<b>Immunotherapy: New Options for Cancer Treatments</b>	<b>Podium Company Presentations</b>
9:15am		<i>Ira Mellman, Genentech (Chair)</i> The Renaissance of Immunotherapy is a Revolution for Cancer Patients	<i>Heather Fehling, CRL</i> PGx: Out of the Literature & into the Clinic
9:30am	<i>Bill McGivney, McGivney Adv. (Chair)</i> <i>Dane Dickson, Palmetto GBA</i> <i>Michael Pellini, Foundation Medicine</i>	<i>Ilan Kirsch, Adaptive Biotechnologies</i> Immunosequencing in the Service of Immunotherapy	<i>Cecilia Schott, AstraZeneca</i> Strategic Partnering Delivering the Future of Personalized Medicine
9:45am	Panel, Q&A	<i>Charles Nicolette, Argos Therapeutics</i> The Calculus of Combination Therapy in the Immuno-oncology Era	<i>Amanda Cashin, Illumina Accelerator</i> Strategic Partnering Delivering the Future of Personalized Medicine
10:00am	Break, Exhibition & Networking		
	<b>Continuing Reimbursement Challenges (and Solutions?) for PM</b>	<b>The CDx Conundrum: Multiple IVDs, One Biomarker?</b>	<b>Podium Company Presentations</b>
10:30am		<i>Scott Patterson, Amgen (Chair)</i> The CDx Conundrum: Multiple IVDs, One Biomarker?	<i>Brian Meshkin, Proove Biosciences</i> The Emerging Field of Genetics and Personalized Medicine
10:45am		<i>Mara Aspinall, Health Catalysts</i>	<i>Rudi Pauwels, Biocartis</i> Idylla, a Novel Point of Impact Molecular Diagnostics Solution to Practically Implement Personalized Medicine
11:00am	<i>Ira Klein, AETNA (Chair)</i> <i>Rina Wolf, XIFIN</i> <i>Peter Bach, Memorial Sloan Kettering</i> <i>Girish Putcha, Palmetto GBA (MoIDX)</i>	<i>Christopher Jowett, Abbott Molecular</i> Key Aspects Required to Support Unification of Companion Diagnostic Development	<i>Kara Norman, Thermo Fisher Scientific</i> How Do You Measure Up? Clinical Standards for NGS
11:15am	Panel, Q&A	<i>Dan Rhodes, Thermo Fisher Scientific</i> A Unified Approach to NGS-based Oncology Companion Diagnostics Development	<i>Eugene Seymour, NanoViricides</i> Eradicating Viral Diseases Using 21st Century Technology
11:30am			<i>Neil Campbell, Helomics</i> The Personalization of Healthcare and Helomics
11:45am	<i>Richard Klausner, Illumina</i> Actionable Genome Consortia to Guide NGS in Clinical Medicine	Panel, Q&A	<i>Mark A. Umbarger, Good Start Genetics, Inc.</i> Next Generation Sequencing for Reproductive Medicine
12:00pm	Lunch, Exhibition & Networking		

# DAY 2 PROGRAM — January 27, 2015 — 1:00pm - 5:00pm

Time	Track 1	Track 2	Track 3
	<b>Navigating Reimbursement for Oncology Patients &amp; Care Teams</b>	<b>Genomic Profiling Moving Into Routine Clinical Care</b>	<b>Podium Company Presentations</b>
1:00pm		<i>Neil Barth, Agendia</i> Molecular Subtypes in Breast Cancer: Challenging the Clinical Subtyping Paradigm	<i>Richard Janeczko, DxEconomix</i> IVD Value-Based Pricing in the Healthcare Reform
1:15pm			<i>Farideh Bischoff, Silicon Biosystems</i> DEPArray Utility in Recovery of Pure Cell Pop. from Complex Tissues
1:30pm	<i>John Steiner, CTCA (Chair)</i> <i>Dane Dickson, Palmetto GBA</i> <i>Maurie Markman, CTCA</i> Panel, Q&A	<i>Jonathan Hirsch, Syapse (Chair)</i> <i>Jim Ford, Stanford University</i> <i>Lincoln Nadauld, InterMountain</i> <i>Thomas Brown, Swedish Cancer Institute</i> <i>Howard Burris, Sarah Cannon Research Inst.</i> Genomic Profiling Moving Into Routine Clinical Care	<i>Alastair Malcolm, Applied Microarrays</i> A Review of Semiconductor Devices for PoC Diagnostics
1:45pm			<i>Rami Zahr, IDT</i> Custom, Affordable Gene Panels with Superior Coverage & Uniformity
	<b>Personalizing Evidence in the Learning Healthcare System</b>		<i>William D. Shrader, Edison Pharmaceuticals</i> Assessment of Aging - The Mitochondria
2:00pm		<i>Joe V. Selby, PCORI</i>	
2:15pm		<i>Albert Crescenzo, Thomson Reuters</i> The Clinical Genomics Toolkit, Increasing Precision in Genomic Interpretation	<i>Valeria Ossovskaya, BioCrypton Inc.</i> Multiplexed Proteomics Diagnostics: Comprehensive Cancer Signature in the Blood
2:30pm	Panel: <i>Nigam Shah, Stanford (Chair)</i> <i>Malay Gandhi, Rock Health</i> <i>Chris Longhurst, Stanford</i> <i>Lawrence "Rusty" Hofmann, Grand Rounds</i> Personalizing Evidence	<i>Mara G. Aspinall, Health Catalysts</i> Diagnostic 5.0 - Breaking the Rules to Succeed	<b>Podium Company Presentations</b>
2:45pm		<i>Rachid Karam, Ambry Genetics</i> Utilization of NGS Multi-Gene Panel Testing in Hereditary Cancer Diagnostics	<i>Yusuke Tsukahara, Riken Genesis</i> The Pursuit of Personal Genome in Japan
3:00pm	Break, Exhibition & Networking		<i>Ian Walker, Cancer Research UK</i> The Cancer Research UK Stratified Medicine Programme: National Screening to National Trials
	<b>Applying Complementary Technologies Towards Biomarker Discovery</b>	<b>Private Company Competition Diagnostics &amp; Therapeutics</b>	<b>Podium Company Presentations</b>
3:30pm	<i>Bonnie Anderson, Veracyte (Chair)</i> <i>Giulia C. Kennedy, Veracyte</i> Using Multiple Sources Of High-Dimensional Genomic Data to Build Diagnostic Algorithms	<i>Laurence Marton (Moderator)</i>	<i>Brian M. Frezza, Emerald Therapeutics</i> What Virtualization of The Laboratory Could Mean for The Future of Medicinal Research
3:45pm	<i>Murali Prahalad, Epic Sciences</i> CTCs Come of Age as Biomarkers	<b>Judges:</b> <i>Isaac Bright, Merieux Developpement</i> <i>Paul Conley, Paladin Capital Group</i> <i>Simon Greenwood, Roche Venture Fund</i> <i>Kim Kamdar, Domain Associates</i>	<i>Angel Pizarro, Amazon Web Services</i> Security & Compliance of Genomic Data in the Cloud
4:00pm	<i>John Sninsky, CareDx</i> New Era In Post-Transplant Surveillance: Insights From Gene Expression & Cell Free DNA		<i>Doug Fisher, Integrated Diagnostics</i> Integrated Diagnostics Overview
4:15pm	<i>Shawn M. Marcell, Metamark Genetics</i> A New Age of Proteomic Biomarker Discovery	<b>4 Finalists: TBA</b> <i>Winner to be announced at the end of session</i>	<i>Paul Radensky, McDermott Will &amp; Emery</i> Tutorial: Facing Challenges to Successful Commercialization
4:30pm	Panel, Q&A		
5:00pm	Closing		

# DAY 3 PROGRAM — January 28, 2015

Time	Track 1	Track 2	Track 3
8:00am	Registration, Breakfast and Networking		
8:30am	<i>David H. Persing, Cepheid</i> The Digital Miasma: Detection and Monitoring of Emerging Infections in the 21st Century		
9:00am	<i>Catherine Polizzi, Morrison &amp; Foerster LLP (Chair)</i>		
9:15am	<i>Michael Shuster, Fenwick &amp; West</i>		
9:30am	<i>Jose J. Haresco, JMP Securities, LLC</i> Personalized Medicine Patent Law Update Panel, Q&A	<i>Eric Sasso, Crescendo Bioscience</i> Vectra DA for Measuring Rheumatoid Arthritis Disease Activity	
10:00am	Break, Exhibition & Networking		
	<b>Morality, Ethics &amp; Public Law in PM</b>	<b>Large Sequence Data Analysis &amp; Clinical Interpretation</b>	<b>Health Tech IT Company Competition</b>
10:30am	<i>George Lundberg, CollabRx (Chair)</i> Personal Morality, Societal Ethics, and Public Law in Personalized Medicine	<i>Jonathan Sheldon, Oracle Chair</i> Precision Medicine: Cottage Industry vs Enterprise Grade Mission Critical Infrastructure	<i>Annai Systems</i>
10:45am	<i>Jodi Halpern, UC Berkeley</i> Innovative Ethical Approaches to Personalized Medicine	<i>Anthony Wiemelt, Penn Medicine &amp; Brian Wells, Penn Medicine</i> Precision Medicine and IT Platform Development at a Large Academic Medical Center	<i>Cognoa</i>
11:00am	<i>Patrick McCormick, AMA</i> Patients, Physicians & Personalized Medicine: Ethical Implications of New Clinical Possibilities	<i>David Haussler, UCSC</i> Global Alliance for Genomics and Health	<i>Cureus</i>
11:15am	<i>Hank Greely, Stanford University</i> The Biggest Problem with Personalized Medicine	<i>Euan Ashley, Stanford Clinical Genomics Service</i>	<i>GeneSolve</i>
	<b>Leveraging Cloud Technology to Optimize PM</b>		<i>InnVentis</i>
11:30am	<i>Pravene Nath, Stanford Health Care</i> Cloud Technologies for the Delivery System: Opportunities and Challenges	<i>Michael Rowbotham, Sutter Health</i> Large Sequence Data Analysis and Clinical Interpretation	<i>Insilico Medicine</i>
11:45am	<i>Kathryn Lee Blair, Seven Bridge Genomics</i> The Cancer Pan-Genome in the Cloud	<i>Sean Scott, QIAGEN Bioinformatics</i> Scaling NGS Test Interpretation and Reporting in Oncology	
12:00pm	Lunch, Exhibition & Networking		
	<b>Managing, Interpreting and Regulating Genomic Data in the Clinic</b>	<b>Synthetic Biology: From Digital Storage to Drug Development</b>	
1:00pm			
1:15pm	<i>Fireside chat: Margaret Hamburg, FDA</i>		
1:30pm	<i>John West, Personalis, Inc.</i>	<i>Sanjay Joshi, EMC2 (Chair)</i> Biomimicry: Imitation for Innovation	
1:45pm	<i>David Glazer, Google</i> From Data to Meaning: The "So What?" Problem	<i>Emily Leproust, Twist Bioscience</i> Towards Practical, High-Capacity, Low-Maintenance Information Storage in Synthesized DNA	
2:00pm	<i>Martin G. Reese, Omicia Inc.</i> Scaling Clinical NGS: From Panels to Exomes to WGS	<i>Eric Kool, Stanford</i> The New DNA	
	<b>Consumerism &amp; Crowdsourcing</b>	<b>Private Company Competition: Healthtech/IT</b>	<b>Tutorial</b>
2:15pm	<i>Anne Wojcicki, 23andMe (Chair)</i> Individual Access to Genetic Data's Importance & Crowdsourced Genetic Info's Power	<i>Laurence Marton (Moderator)</i>	
2:30pm	<i>Tim Sullivan, AncestryDNA</i> Personalizing Data Brings Meaningful Stories to Millions	<b>Judges:</b> <i>Stacy Feld, J&amp;J Innovations</i>	<i>Charles Mathews, Boston Healthcare</i> Tutorial: Finding the Right Clinical Positioning for Your Diagnostic
2:45pm	<i>Jared Heyman, CrowdMed</i> Harnessing Crowds to Solve the World's Most Difficult Medical Cases	<i>Mohit Kaushal, Aberdare Ventures</i> <i>Euan Thomson, Khosla Ventures</i>	
3:00pm	<i>Christina Farr, Thomson Reuters (Moderator)</i> Panel, Q&A	<i>4 Finalists: TBA</i> <i>Winner to be announced at the end of session</i>	
3:15pm	Closing		