



# Personalized Medicine: Biomarkers and Diagnostics in Drug Development, Regulatory Approval, and Access to Patients

October 14-15, 2009 | The Sutton Place Hotel, Toronto, ON Canada

## PROGRAM CO-CHAIRPERSONS

### MARIA KLAPKA

Director, Regulatory Policy & Intelligence  
Pfizer, Canada

### AGNES V. KLEIN, MD, DRPH

Director, Center for Evaluation of  
Radiopharmaceuticals and Biotherapeutics  
BGTD, HPFB, Health Canada

### MICHAEL RIEDER, MD, PHD, FRCPC, FAAP, FRCP (GLASGOW)

CIHR-GSK Chair in Paediatric Clinical Pharmacology  
Schulich School of Medicine and Dentistry  
University of Western Ontario

**TARGET AUDIENCE** This program will benefit individuals involved in

- Academic Health Centers
- Biotechnology
- Clinical Safety/Pharmacoepidemiology/  
Pharmacovigilance
- Clinical Research & Development
- Devices
- Investigative Sites
- Medical Communication/Information
- Managed Healthcare
- Non-clinical Safety & Efficacy/Toxicology
- Pharmaceuticals
- Professional Development
- Quality of Life/Health Economics/  
Outcomes Research
- Pharmacology
- Pharmacokinetics/Metabolism/  
Pharmacodynamics
- Public Policy/Law
- Regulatory Affairs
- Research & Development
- Statistics/Biostatistics
- Training
- Validation



## OVERVIEW

Today, 'Personalized Medicine' is one of the most used buzzwords in healthcare and seen as the next frontier. Each stakeholder has a different understanding of the term. This conference will explore the scope, science and medical elements of personalized medicine. Elements range from genetics (SNPs for example) to biomarkers. These can be used as indicators of disease diagnosis, progression, treatment and prognosis and would allow a better targeting of the right therapies to the right patients. As the speed of biomedical research and diagnostics tools are increasing the need for ongoing education and alignment of all involved partners in personalized medicine, speakers from academia, pharmaceutical industry, regulators and patient representation will discuss the needs and opportunities from their specific points of view.

## LEARNING OBJECTIVES

At the conclusion of this meeting, participants should be able to:

- ▶ Discuss the scope of Personalized Medicine.
- ▶ Recognize the place of biomarkers of various types and their qualification and validation for clinical and drug development.
- ▶ Translate genomics, biomarkers and related fields into practical use.
- ▶ Explain the value of personalized medicine and its place in healthcare for the future.
- ▶ Share the scientific education process to all relevant stakeholders and the public.
- ▶ Identify the areas of alignment and opportunities for working together to realize the shared vision of Personalized Medicine and the need of the patients in Canada and globally.

## CONTACT INFORMATION

**Conference:** Joanne Wallace, Phone +1-215-442-6180/email Joanne.Wallace@diahome.org

**Exhibits:** Shannon Lewis, Phone +1-215-442-6149/email Shannon.Lewis@diahome.org

**VISIT WWW.DIAHOME.ORG FOR A COMPLETE SCHEDULE OF EVENTS!**

DIA, 800 Enterprise Road, Suite 200, Horsham, PA 19044, USA tel: +1-215-442-6100 fax: +1-215-442-6199 email: dia@diahome.org

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## TRAVEL AND HOTEL

The most convenient airport is Pearson International Airport and attendees should make airline reservations as early as possible to ensure availability. The Sutton Place Hotel is holding a block of rooms at the reduced rate below until September 23, 2009, for the DIA event attendees. Room availability at this rate is guaranteed only until this date or until the block is filled.

**Single CN \$189 / Double CN \$189**

Please contact The Sutton Place Hotel by telephone at +1-416-924-9221 and mention the DIA event. The hotel is located at 955 Bay Street, Toronto, ON M5S 2A2, Canada.

## CONTACT & TABLETOP EXHIBIT INFORMATION

Attendees may visit the tabletop exhibits during the event and receptions.

**Event information:** Joanne Wallace at the DIA office by telephone +1-215-442-6180, fax +1-215-293-5931 or email Joanne.Wallace@diahome.org.

**Tabletop exhibit information:** Shannon Lewis, Exhibits Associate, at the DIA office by telephone +1-215-442-6149, or email Shannon.Lewis@diahome.org.

**For tabletop exhibit space, please check the box in the registration area below.**

**Participants with Disabilities:** DIA event facilities and overnight accommodations are accessible to persons with disabilities. Services will be made available to sensory-impaired persons attending the event if requested at least 15 days prior to event. Contact the DIA office to indicate your needs.

## CANCELLATION POLICY: On or before OCTOBER 6, 2009

**Administrative fee that will be withheld from refund amount:** Member/Nonmember = \$200 • Government/Academia/Nonprofit (Member/Nonmember) = \$100 • Tutorial (if applicable) = \$50  
Cancellations must be in writing and be received by the cancellation date above. Registrants who do not cancel by that date and do not attend will be responsible for the full registration fee paid. Registrants are responsible for cancelling their own hotel and airline reservations. You may transfer your registration to a colleague at any time but membership is not transferable. Please notify DIA of any such substitutions as soon as possible. Substitute registrants will be responsible for nonmember fee, if applicable. DIA reserves the right to alter the venue, if necessary. If an event is cancelled, DIA is not responsible for any airfare, hotel or other costs incurred by registrants.

## PLEASE CONSIDER THIS FORM AN INVOICE

### Personalized Medicine; Biomarkers and Diagnostics in Drug Development, Regulatory Approval and Access to Patients

Meeting I.D. # 09035 – October 14-15, 2009  
The Sutton Place Hotel, Toronto, ON, Canada

#### Registration Fees

If DIA cannot verify your membership upon receipt of registration form, you will be charged the nonmember fee. Registration fee includes refreshment breaks, luncheons and reception and will be accepted by mail, fax, or online.

#### MEMBER EARLY-BIRD OPPORTUNITY

Available on nondiscount member fee only.

Member Fee

	On or before SEPT. 30, 2009	After SEPT. 30, 2009
Member Fee	US \$1260 <input type="checkbox"/>	US \$1450 <input type="checkbox"/>

Join DIA now to qualify for the early-bird member fee! Go to [www.diahome.org](http://www.diahome.org) and click on Membership + Communities.

**MEMBERSHIP**  
US \$ 140

To qualify for the early-bird discount, registration form and accompanying payment must be received by the date above. Does not apply to government/academia/nonprofit members.

Nonmember Fee

US \$1590

A one-year membership to DIA is available to those paying a NONMEMBER registration fee. If paying a nonmember fee, please indicate if you do, or do not, want membership.

I want to be a DIA member  I do NOT want to be a DIA member

Discount Fees

MEMBER

NONMEMBER\*

Government (Full-time)	US \$ 365 <input type="checkbox"/>	US \$ 505 <input type="checkbox"/>
Charitable Nonprofit/Academia (Full-time)	US \$ 730 <input type="checkbox"/>	US \$ 870 <input type="checkbox"/>

\*If paying a nonmember fee, please check one box above, indicating whether you want membership.

To receive a tabletop exhibit application, please check.

## PAYMENT REGISTER ONLINE AT [www.diahome.org](http://www.diahome.org) or please check payment method:

**CHECK** drawn on a US bank payable to and mailed along with this form to: Drug Information Association Inc, P.O. Box 95000-1240, Philadelphia, PA 19195-1240, USA. Please include a copy of this registration form to facilitate identification of attendee.

**CREDIT CARD** number may be faxed to: +1-215-442-6199. You may prefer to pay by check or bank transfer since non-U.S. credit card payment will be subject to the currency conversion rate at the time of the charge.

Visa  MC  AMEX Expiration Date \_\_\_\_\_

Card # \_\_\_\_\_

Signature \_\_\_\_\_

**BANK TRANSFER** When DIA completes your registration, an email will be sent to the address on the registration form with instructions on how to complete the Bank Transfer. Payment should be made in US dollars. Your name and company, as well as the Event I.D. # must be included on the transfer document to ensure payment to your account.

**GROUP DISCOUNTS\*** Register 3 individuals from the same company and receive complimentary registration for a 4th! **All 4 individuals must register and prepay at the same time – no exceptions.** DIA will apply the value of the lowest applicable fee to this complimentary registration; it does NOT include fees for optional events or DIA membership. You may substitute group participants of the same membership status at any time; however, administrative fees may be incurred. **Group registration is not available online and does not apply to the already-discounted fees for government or charitable nonprofit/academia.** To take advantage of this offer, please make a copy of this registration form for EACH of the four registrants from your company. Include the names of all four group registrants on each of the forms and return them together to DIA.

Please indicate that this form is part of a group registration by checking this box.

Please list below the names of the other three registrants from your company.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Please complete the information below.

Please check the applicable category:  Academia  Government  Industry  CSO  Student (Call for registration information)

Last Name \_\_\_\_\_ First Name \_\_\_\_\_ M.I. \_\_\_\_\_ Degrees \_\_\_\_\_  Dr.  Mr.  Ms.

Job Title \_\_\_\_\_ Affiliation (Company) \_\_\_\_\_

Address (Please write your address in the format required for delivery to your country.) \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

email (Required for confirmation.) \_\_\_\_\_ Telephone Number \_\_\_\_\_ Fax Number (Required for confirmation.) \_\_\_\_\_

I cannot attend but please keep me informed of DIA's future events.