

Practical Advances in Cancer Care & Research

Bringing the Cancer Moonshot Back to Earth

ANNUAL EXECUTIVE EXCHANGE | July 31—August 2, 2019 | Orlando, FL

EXECUTIVE EXCHANGE MISSION

Cancer Care Thought Leaders of Varied Disciplines Come Together to Focus on the Data, Technologies, Clinical Processes and Collaboration Our Industry Needs to Propel Practical Advancements In Cancer Care

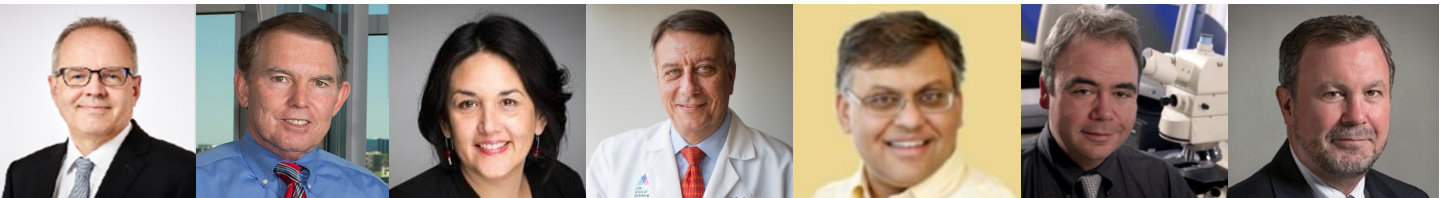


- Separate the “Moonshot” Hype from Pragmatic Approaches That Solve Real Problems Today
- Fuse the Multiple Disciplines Required to Build Relevant Data Pipelines That Drive Successful New Therapy Research
- Understand the Real Clinical and Data Delivery Issues That are Impeding Care Advancements
- Establish An Annual Set of Priorities That Can Accelerate Change

FEATURED SPEAKERS



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| <p>KEYNOTE SPEAKER
 MICHAEL CALIGIURI, MD
 *President, City of Hope National Medical Center
 *Chairman – Oncology Research Information Exchange Network (ORIEN)</p> | <p>RESEARCH EXCHANGE
 MICHAEL MONTALTO, PHD
 *VP Pathology & Clinical Biomarkers Laboratories, Translational Medicine—Bristol-Meyers Squibb
 *President—Digital Pathology Association</p> | <p>MOLECULAR EXCHANGE
 MARK BOGUSKI, MD, PHD
 *Chief Medical Officer—Liberty BioSecurity
 *Chief Medical Officer—Inspirata
 * Founder Precision</p> | <p>PATHOLOGY EXCHANGE
 CHRIS FOSTER, MD, PHD
 *Medical Director of Pathology—HCA Healthcare</p> | <p>MARKET EXCHANGE
 DAN DORAZIO
 *CEO—Sage Growth Partners
 *Professional Faculty—Carey Business School—Johns Hopkins University</p> | <p>TECHNOLOGY EXCHANGE
 DAVID DIMOND
 *CTO Global Healthcare & Life Sciences—Dell/EMC
 *Distinguished Engineer
 *Adjunct Lecturer—Babson College</p> | <p>MARKET EXCHANGE
 JOSEPH FERRARA
 *President, Boston Healthcare
 *Writer & Speaker—Evidence-Based Value for Innovative Healthcare Technologies</p> |
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| <p>ONCOLOGY EXCHANGE
 JUERG HODLER, MD, MBA
 *Chief Medical Director—University Hospital Zurich
 *Chairman Radiology—University Hospital Zurich</p> | <p>MOLECULAR EXCHANGE
 JEFFREY TRENT, PHD
 *President & Research Director—Translational Genomics Research Institute (TGen)</p> | <p>SURVEILLANCE EXCHANGE
 CATHERINE SHANG, PHD
 *Acting Director—Victorian Cancer Registry—Melbourne, Australia
 *Research Director—Oxford University—UK</p> | <p>PATHOLOGY EXCHANGE
 CARLOS CORDON-CARDO, PHD
 *Chairman, Dept. of Pathology, Molecular and Cell Based Medicine, Genomic & Oncological Sciences at Mount Sinai Health System</p> | <p>RESEARCH EXCHANGE
 AJAY SHAH, PHD, MBA
 *Executive Director of Translational Medicine IT at Bristol-Myers Squibb (BMS)</p> | <p>PATHOLOGY EXCHANGE
 TONY MAGLIOCCO, BSC, MD
 *Chair Anatomical Pathology—Moffitt Cancer Center
 *Executive Director Esoteric Laboratory Services</p> | <p>TECHNOLOGY EXCHANGE
 MARK HULSE
 *Chief Digital Officer—City of Hope
 Former CIO—Moffitt Cancer Center</p> |
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| <p>ONCOLOGY EXCHANGE
 DAN THEODORESCU, MD, PHD
 *Director, Cedars-Sinai Samuel Oschin Comprehensive Cancer Institute</p> | <p>PAYER EXCHANGE
 MICHAEL SHERMAN, PHD
 *CMO & SVP, Harvard Pilgrim Health Care
 *Chair, Board of Managers—Harvard Pilgrim Health Care Institute School</p> | <p>HEALTH SYSTEM EXCHANGE
 ROBERT CHRENCIK
 *Former President and CEO, University of Maryland Medical System</p> |
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Who Should Attend?

CANCER CENTER, ACADEMIC MEDICAL CENTER AND INTEGRATED DELIVERY NETWORK, PAYERS, CEO, CFO, CIO, CDO, CQO, CMO, CMIO, VP ONCOLOGY, PATHOLOGY CHAIRS, MOLECULAR PATHOLOGISTS, CLINICAL TRIAL & RESEARCH LEADERS, INVESTORS

What Will I Gain?

- 360 DEGREE VIEW OF CRITICAL FACTORS THAT DRIVE CANCER THERAPY INNOVATION
- HOW TO BUILD DATA PIPELINES THAT DRIVE CARE & RESEARCH ADVANCEMENTS
- MEET & INTERACT WITH MANY OF THE THOUGHT LEADERS IN OUR INDUSTRY

Executive Exchange Venue

Sapphire Falls Resort at Universal Orlando—6601 Adventure Way, Orlando, Florida, 32819



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Executive Exchange Agenda

July 31, 2019

6:00-8:00PM **Welcome Reception**

August 1, 2019

8:00-9:30 **Market Exchange—Eyes on the Horizon, But Nose to the Grindstone—Bringing the Cancer Moonshot Back to Earth**

- Joe Ferrara—What Investments Are Creating Real Value In The Market & What Are The Needs They Are Addressing?
- Dan Dorazio—The Missing Links to Accelerated Cancer Therapy Development – What Needs to Happen?
- **INVESTOR TBD—Flash-In-The-Pan Vs. Real Value Creation—Deciphering Sustainable Impact Through The Mindset of Investors**

9:30-10:30 **Keynote—Applied Precision Medicine**

- Dr. Michael Caligiuri, M.D. —Rapid advances in precision technology innovation—sustainable strategies for genetic and molecular medicine

10:30-12:00 **Research & Surveillance Exchange—Understanding Longitudinal Patient Records—Which Data Has Real Clinical & Research Value**

- Dr. Michael Montalto Ph.D.—What Data Is Truly Valuable In Driving Successful Cancer Treatment Development?
- Dr. Ajay Shah Ph.D.—Critical Factors for Successful Research Partnerships Between Clinical Institutions & Treatment Research Development
- Dr. Catherine Shang, Ph.D.—The Power of Compliance—Compelling Data Contribution to the Data Pipeline & the Role of Registries

12:00-1:00 **Lunch Workshop—Insight Channels— Problems Addressed & How They Work—Dr. Trevor Heritage**

1:00-2:30 **Molecular Exchange—Understanding the Emergence of the Multi-Modality Data Pipeline**

- Dr. Carlos Cordon-Cardo M.D., Ph.D.—Artificial Intelligence Sees More in Microscopy Than Humans Do
- Dr. Mark Boguski M.D., Ph.D.—The Increasing Criticality of Genomics Data in Driving New Cancer Therapies & Inhibitors To Broader Adoption
- Dr. Jeffrey Trent Ph.D.—Overcoming the Challenges of Incorporating Genomics Data in Clinical Treatment Pathways

2:45-3:15 **Workshop—Digital Diagnosis Insight Channels—Dr. Mark Lloyd**

3:30-5:00 **Pathology Exchange—Imaging Interrogation and the Role of AI Technologies in Driving Cancer Diagnosis & Care Advancements (Panel)**

- Dr. Mark Lloyd Ph.D.—Panelist
- Dr. Tony Magliocco BSC, M.D.—Panelist
- Dr. Chris Foster Ph.D.—Panelist

6:00-8:00 **Executive Dinner & Reception—Over The Moon**

August 2, 2019

8:00-9:00 **Health System Exchange—The Real World Challenges of Becoming a Learning Health System**

- Robert Chrencik—A Perspective on Successful Enterprise Data Strategies

9:00-9:30 **Workshop—Catchment Area Expansion Insight Channels—Dr. Mark Lloyd**

9:30-10:30 **Payer Exchange—How Payers Can Incent Care Advancements**

- Michael Sherman—Seizing on Shared Goals—How Payers Interact with Provider Networks to Foster Advancement in Cancer Therapy

10:30-12:00 **Oncology & Surveillance Exchange—Expanding the Data Pipeline & Making It Impact Care**

- Dr. Juerg Hodler MD—Digital Projects: The Rocky Road from Strategy to Sustainable Business
- **ONCOLOGY PRACTICE TBD—Bridging Ambulatory & Acute Care to Enable Improved Longitudinal Patient Records**
- Dr. Dan Theodorescu MD PhD—Research Advancements that Have Impacted Care & the Criticality of Data

12:00-1:00 **Setting Annual Priorities Luncheon**

1:00-1:30 **Workshop—Precision Medicine & Clinical Trials Insight Channels—Dr. Trevor Heritage**

1:30-2:30 **Technology Exchange—Laying the Foundations for Cancer Care Advancements**

- David Dimond—Big Data or Relevant Data Delivery Within Clinical Workflows? It Is Not The Data, It is What You Do With It.
- Mark Hulse—Technology Hurdles to Building Successful Clinical & Research Data Pipelines

2:30-3:00 **Executive Exchange Closing Remarks—Satish Sanan**

Attendance: Exclusive Event by Invitation Only

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