



# Turning The Tide AGAINST CANCER

Through Sustained Medical Innovation

A NATIONAL INITIATIVE TO SUPPORT POLICIES THAT FOSTER PROGRESS AGAINST CANCER

## Turning the Tide Against Cancer Conference Agenda

Thursday, October 9

The Knight Conference Center at the Newseum – Washington, D.C.

**8:30 a.m. – 9:00 a.m. Registration and Continental Breakfast**

**9:00 a.m. – 9:15 a.m. Welcome and Introductory Remarks**

Edward Abrahams, Ph.D., President, Personalized Medicine Coalition

**9:15 a.m. – 10:00 a.m. Tackling the Complexity of Cancer: Finding Common Ground on Value and Progress**

*Cancer is a complex disease that places a substantial emotional, physical, and financial burden on patients, their families, payers, and society. The incidence of cancers is predicted to increase over the next 20 years, compelling us to find solutions that help sustain innovation and deliver better outcomes to patients. In this session, experts with seemingly divergent points of view find common ground on defining and rewarding value in oncology, developing new treatments, and learning from our successes and failures.*

**Moderator:** Anna Barker, Ph.D., Professor and Director, Transformative Healthcare Networks; Co-Director, Complex Adaptive Systems Initiative; Professor, School of Life Sciences, Arizona State University

- Newton F. Crenshaw, Vice President, Lilly Oncology Global Business Development and Advocacy, Eli Lilly and Company
- Lee Newcomer, M.D., M.H.A., Senior Vice President, Oncology, Genetics and Women's Health, United Healthcare
- Lowell Schnipper, M.D., Theodore W. and Evelyn G. Berenson Professor, Department of Medicine, Harvard Medical School; Chief, Hematology/Oncology, Beth Israel Deaconess Medical Center; Clinical Director, Beth Israel Deaconess Medical Center Cancer Center

**10:00 a.m. – 10:15 a.m. Patient-Centered Clinical Development Models** 

*Randomized, controlled studies have historically been considered the gold standard in biomedical research. As science advances and our healthcare system evolves to be more patient-centered, we must reevaluate our process for studying and assessing new cancer treatments. This spotlight session will highlight the Lung Cancer Master Protocol, an example of a clinical development model designed to provide patients with better access to new treatments.*

- Roy Herbst, M.D., Ph.D., Ensign Professor of Medicine and Professor of Pharmacology, Yale School of Medicine; Chief of Medical Oncology, Yale Cancer Center and Smilow Cancer Hospital at Yale-New Haven; Associate Director for Translational Research, Clinical Research Program Leader, Thoracic Oncology Program, Yale Cancer Center


**10:15 a.m. – 10:30 a.m. Break**

**10:30 a.m. – 11:45 a.m. Supporting the Shift to Patient-Centered Cancer Research and Care**  
*Continuing to improve the quality and value of cancer research while addressing rising healthcare costs is a daunting challenge. To get it right, we must shift our approach to one that is more patient-centric and considers an individual patient's disease, preferences, and values. This panel discussion will explore ways to best support patient-centeredness and patient engagement as part of optimal cancer research and care, including the use of tools that engage patient participation and support informed decision-making.*

**Moderator:** Tony Coelho, Former Member, U.S. House of Representatives; Chairman, Partnership to Improve Patient Care

**Panelists:**

- Amy Abernethy, M.D., Ph.D., Professor of Medicine, Duke University School of Medicine; Chief Medical Officer and Senior Vice President of Oncology, Flatiron Health, Inc.
- William S. Dalton, Ph.D., M.D., CEO, M2Gen; Director, DeBartolo Family Personalized Medicine Institute, H. Lee Moffitt Cancer Center and Research Institute
- Linda House, R.N., B.S.N., M.S.M., Executive Vice President, Cancer Support Community



**11:45 a.m. – 12:00 p.m. At the Tipping Point: When and Where Big Data Can Drive Better Outcomes and Value**   
*As clinicians, researchers, and patients utilize big data, it is changing the way we study, diagnose, and treat cancer. The evidence we unlock from health data is a critical tool in our quest to improve outcomes and increase value in oncology. This spotlight session will highlight data-sharing collaborations and explore how they can be scaled up across the cancer ecosystem.*

**12:00 p.m. – 12:15 p.m. Break**

**12:15 p.m. – 12:55 p.m. Luncheon**

**12:55 p.m. – 1:40 p.m. Luncheon Keynote Speaker**

Suleika Jaouad, *The New York Times* Emmy Award Winning Columnist, “Life Interrupted,” and Cancer Survivor

- 1:40 p.m. – 1:55 p.m.**      **Transition to Plenary Room**
- 1:55 p.m. – 2:10 p.m.**      **Building a Research Base Around the Social and Economic Benefits of Innovation**   
*Society derives tremendous benefit from the development of innovative cancer treatments. The value of these interventions can, however, be difficult to quantify. This spotlight session will highlight recent grants from the PhRMA Foundation and other current initiatives to assess the social and economic benefits of cancer treatment.*
- 2:10 p.m. – 3:25 p.m.**      **Addressing Value and Cost of Cancer Care**  
*Innovation and scientific advances are improving the way we detect, diagnose, and treat cancer, giving patients greater hope. However, this progress is occurring in a time of intense pressure to contain rising healthcare costs. Panelists will discuss the policy solutions needed to sustain innovation and move us towards a more high-value, patient-centric system of cancer care.*
- Moderator:** Tanisha Carino, Ph.D., Executive Vice President, Avalere  
**Panelists:**
- Michael Kolodziej, M.D., National Medical Director for Oncology Strategies, Aetna
  - Richard L. Schilsky, M.D., FASCO, Chief Medical Officer, American Society of Clinical Oncology
  - Shelley Fuld Nasso, M.P.P., CEO, National Coalition for Cancer Survivorship
  - Stephen Eck, M.D., Ph.D., Vice President, Oncology Medical Sciences, Astellas Pharma Global Development
- 3:25 p.m. – 3:45 p.m.**      **The Role of Payment Reforms in Supporting Innovative Cancer Care**   
*Payers and healthcare systems are increasingly turning to incentive-based models to reward physicians for improving quality and outcomes and reducing the total cost of cancer care. This spotlight session will examine different incentive structures and their impact on innovation in the clinic.*
- 3:45 p.m. – 4:00 p.m.**      **Call to Action and Conference Closing**  
 Amy Miller, Ph.D., Executive Vice President, Personalized Medicine Coalition
- 4:00 p.m. – 5:00 p.m.**      **Reception**