Audrey's Life Science Meeting Picks for August 2013 - January 2014
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August 4, 2013

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BioCentury This Week, See new program Webcast Starting Sunday, August 4, 2013
www.biocenturytv.com, Available anytime starting at 9:00 a.m. EDT

Date: Original broadcast Sunday, Starts August 4, 2013

Watch the Broadcast	Watch on the Web Any Time
8:30 - 9:00 a.m. EDT	www.biocenturytv.com
WUSA Channel 9	Continuously available
in Washington, D.C.	starting at 9:00 a.m.

New weekly shows go online at 9:00 a.m. EST on Sundays. Prior shows available 24/7 in the online
Topic: "Heavy Metal: Drug Access Under ACA"
Speakers: **Joel Ario**, Managing Director at Manattan Health Solutions; **Caroline Pearson**, Vice President at Avalere Health and **Taylor Burke**, Associate Professor of Health Policy and Law at George Washington University

Topic Description
Starting in October, millions of Americans will be eligible to enroll in state health insurance exchanges created by the Affordable Care Act. They will be able to choose between from four coverage levels: Platinum, Gold, Silver and Bronze. But when it comes to drugs, picking the metal of choice will be more complicated than simply trading off premiums and co-pays. Each state will have different rules about the number of drugs available on its exchange. And some states will offer more than one drug plan within eachcoverage level.

The newest edition of BioCentury This Week television delves into the choices consumers will face as Obamacare rolls out. With:
• **Joel Ario**, Managing Director at Manatt Health Solutions and former Director of the HHS Office of Health Insurance Exchanges, as well as Insurance Commissioner in both Pennsylvania and Oregon.
• **Caroline Pearson**, Vice President at Avalere Health and leader of the firm's efforts to monitor implementation of ACA at the state level.
• **Taylor Burke**, Associate Professor of Health Policy and Law at George Washington University and a lead attorney for the Legal Barriers to Health Information Project funded by the Robert Wood Johnson Foundation.
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EPPIC Global, Monday Evening, August 5, 2013

Topic: "From Bio-IT to Biotech: BioImagene and Cellworks
Speakers: Mohan Uttarwar: "BioImagene" and Pradeep Fernandes: "Cellworks Group"
Date and Time: Monday, August 5, 6:00 - 9:00 pm
Location: Westin San Francisco Airport, 1 Old Bayshore Highway, Millbrae, CA 94030
Cost: EPPIC Members and Students: $10
EPPIC Non-members: $20
EPPIC Charter Members / Sponsors / Event Speakers: Complimentary
EPPIC Members are defined as all current members who have paid either the EPPIC 2013 annual membership fee ($50) or the EPPIC 2013 Annual conference registration fee. For any questions, please e-mail: eppicglobal@gmail.com

Registration: http://www.acteva.com//booking.cfm?bevaid=236469
Please visit www.eppicglobal.org to learn more about the event and EPPIC.

Speaker Bios
Mohan Uttarwar
CEO, OncoMDx
Mohan was the founder and founding CEO of BioImagene, a leader in Digital Pathology that was acquired by Roche in 2010 for $100M. Mohan is a serial entrepreneur with over 25+ years of experience in successfully founding, establishing and exiting high-tech and Bio-tech start-ups in Silicon Valley. He was the co-founder and CEO of Roamware Inc., a leading wireless roaming software company. He was the founder & CEO of SoftPlus, a leading provider of eCRM software for telecom carriers around the world. In March 2000, SoftPlus was sold to US Interactive for $360 million. Before starting SoftPlus, Mohan co-founded and served as the CEO of Digital Tools Inc., a leader in enterprise project and resource management software. He has held various software development and management positions with Hewlett Packard and Intel.
Mohan holds a Masters Degree in Computer Science from the Florida Institute of Technology and a Masters Degree in Electrical Engineering from Bombay University, and attended Management Program at Stanford University. He is a charter member of TiE (The Indus Entrepreneurs), a Silicon Valley-based forum for entrepreneurs. He is on the board of several non-profit organizations such as IDE: a leading non-profit devoted to the eradication of rural poverty worldwide, Drev: design revolution for the other 90% and DPA: Digital Pathology Association.
Pradeep Fernandes
Co-Founder & President, Cellworks Group
Pradeep was most recently Vice President and General Manager of Synthesis Solutions at Cadence Design Systems, Inc (CDNS) following its very successful $120M acquisition of Get2Chip in 2003. Under Pradeep's leadership, Get2Chip's synthesis solution has been one of the most externally recognized and fastest growing products in Cadence's product line up.
Prior to founding Get2chip/Meropa, he was part of the executive team (focusing on new products) of TriQuest design automation which was acquired by Summit Designs (SMMT). Before joining Triquest, Pradeep co-founded CyberX, a company focused on development of highly integrated smart ethernet switches. Prior to this Pradeep worked in various technical roles at Synopsys Inc. (SNPS), where he was involved in roll-out of several new technologies. Pradeep started his career at LSI logic Inc (LSI). Pradeep has a MSEE and BSCS/EE. He has many technical publications to his credit in the EDA, DSP, Communication and Parallel Processing areas. Pradeep received the outstanding researcher award (Sigma Xi) for his masters thesis. He is a prolific entrepreneur and also an angel investor in the technology space and sits on the boards of a few private companies and non-profit organizations.
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Bio2Device Group, Tuesday Morning, August 6, 2013

Topic: “Global Challenges and Opportunities in Sickle Cell Disease Management Windows of Opportunity for the Biomedical Industry”
Speaker: Dr. Vishwas Sakhalkar, Haemato-Oncologist MD
Date and Time: Tuesday, August 6, 2013, 8:30 – 10:30 am
Location: Sunnyvale City Council Chambers, 456 West Olive Ave., Sunnyvale, CA
Cost: No charge
No registration required

Topic Description

Sickle Cell Disease (SCD), a genetic disease that impacts over 15 million worldwide, is a global health challenge with very limited treatment options. Caused by a single genetic mutation, the disease alters the oxygen-transport protein hemoglobin and results in the "sickling" of red blood cells.
This talk will give a high-level overview of what the current clinical issues are, the current landscape of treatment options in dealing with this disease and the possibilities of developing novel drugs and devices to impact the therapeutic outcomes on the patient.

Speaker Bio
Dr. Vishwas Sakhalkar is the Director of the HOPE Center at The Children's Hospital at the Medical Center of Central Georgia and Associate Professor of Pediatrics at Mercer University School of Medicine. A Board Certified Pediatric Hematologist /Oncologist, Dr. Sakhalkar worked earlier at the University of Florida in Gainesville , The State University of New York (SUNY-Downstate Medical Center) besides at the reputed B J Wadia Children's hospital, Bombay - one of the largest and oldest Children's Hospital in Asia. He is widely published with over 30 articles in peer reviewed journals and over eight chapters in textbooks on Oncology and has been involved in numerous drugs and therapeutic clinical trials.

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Recap Free Webinar, Tuesday Morning, Aug. 6 2013

Webinar Topic: "Insights Into The Deals Landscape Jan - Jul 2013"
Hosted by: Eric Walczykowski, General Manager, Business Development & Licensing; Jacquelyn Cafasso,
Senior Biopharma Deals Analyst and Chris Dokomajilar, Manager, Senior Biopharma Deals Analyst
Date and Time: Tuesday, Aug. 6, 2013, 7:00 am PT
Register at http://www.media-server.com/m/p/p2tv5szp
Topic Description
Recap will share an insight into the biopharmaceutical deals landscape for the first half of 2013.

This webinar will provide a detailed analysis of emerging trends in licensing and M&A over the last 6 months, including:

- Key financial metrics.
- Most active dealmakers.
- Trends by therapeutic area.
- A showcase of the largest deals signed so far this year.

In June, Thomson Reuters acquired Recap from Deloitte - the new synergy of content and analysis from both Recap and Thomson Reuters Life Sciences provides comprehensive decision-making support related to biopharma business development, licensing, and the competitive landscape.

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Golden Gate Polymer Forum August Dinner Lecture, Tuesday Evening, Aug. 6, 2013

Topic: "Intrinsically Stretchable Transparent Conductors and Polymer Electronic Devices"
Speaker: Prof. Qibing Pei, Dept. of Materials Science & Engineering, UCLA
Date and Time: Tuesday, August 6, 6:00 pm
6:00 PM social hour
7:00 PM dinner
8:00 PM presentation
Location: Michael's Restaurant at Shoreline Park, 2960 N Shoreline Blvd., Mountain View,

CA
Cost: Employed/postdocs: $30 advanced registration, $35 regular registration
Unemployed/retired/students: $15 advanced registration, $20 regular registration
Free if you attend just the lectures at 8:00 PM (but please let us know for headcount)
After deadline:
Registration not guaranteed, so contact us
Late fee applies if space available -- $40 regular/employed, $25 unemployed/student/retired
Register at http://ggpf.org/

Deadlines for registration:
Discounted advance registration ends 5 PM Monday, July 29
Final full-price registration ends 5 PM Monday, August 5
Because we must pay the restaurant for the ordered meal, we must ask no-shows to pay for their reservation.
However, penalty-free cancellations are allowed up until the deadline for reservations the day before the event.

PLEASE NOTE:
We accept cash or checks, but are unable to accept payment by credit card at this time.
You may pay at the door.
Checks may be made to "GGPF"

Please register on the web page
Or, if necessary, contact:
Eveleen Tang
etang@amaranthmedical.com
408-933-8205

Topic Description
Polymer composites based on silver nanowires or carbon nanotubes have been prepared with high transparency, low sheet resistance, and low surface roughness. The mechanical properties of the composite electrodes are determined by the polymer matrix employed, and ranges from being rigid to flexible and elastomeric. The composite electrodes have been used to demonstrate stretchable transparent Joule heating, touch sensing, and pressure sensing, large-strain actuation, and organic light emitting diodes and solar cells. The current efficiencies of polymer OLEDs based on the composite electrodes show significantly improved electroluminescent efficiency than control devices on ITO/glass. OLEDs having a simple three-layer structure: two composite electrodes sandwiching an emissive polymer layer can be deformed by up to 50% linear strain without damaging the electroluminescent properties.

Speaker Bio
Qibing Pei is Professor of Materials Science and Engineering at the University of California, Los Angeles. He specializes in electronic polymers, polymer light emitting diodes, electromechanically transducing polymers and devices, with over 120 peer-reviewed journal publications. He is the inventor or co-inventor of 39 issued US patents covering polymer light emitting electrochemical cells, dielectric elastomers with greater than 100% actuated strain, cavity emission organic LEDs, new light emitting polymers, and polymer artificial muscles. His current research activities include synthesis of conjugated polymers, stretchable polymer electronics, nanostructured composites, and dielectric elastomers for actuation and power generation. Dr. Pei received a B.S. degree from Nanjing University, China, and a PhD from the Institute of Chemistry, Chinese Academy of Science, Beijing. He

was a postdoctoral scientist at Linköping University, Sweden, a senior chemist 1994-1997 at UNIAX Corporation (now DuPont Display), Santa Barbara, and a senior research engineer 1998-2004 at SRI International, Menlo Park. He has been on the UCLA faculty since 2004. He was named a Fellow of the SPIE in 2012

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Power Speaking Offers Free Webinar, Thursday Morning, August 8, 2013

Topic: “Master Your Elevator Pitch”
Speaker/Trainer: Stephanie Moore
Date and Time: August 8th, 11 - 12 PST / 2-3 EST
Register at http://info.powerspeaking.com/compelling-in-30-seconds-master-your-elevator-pitch?utm_campaign=master-your-elevator-pitch-8813&utm_source=linkedin&utm_medium=social&utm_content=830466
Webinar Description
The elevator pitch is an essential tool for any business situation where stakes are high and time is short. Regardless of whether you're trying to close a deal, get time on your boss' agenda, tell your company story, or ask for additional funding for a project, you need to be clear and concise. Join us and learn how to be compelling and to the point in 30 seconds.
In this 45-minute webinar, you will:
1. Learn what an elevator pitch is and why having one prepared is critical for high level interactions
2. Write and practice a powerful 30-second, four-sentence elevator pitch
3. Identify at least four other applications for the elevator pitch
Improve your elevator pitch with 15-year veteran executive coach and world class presentation trainer Stephanie Moore.
About PowerSpeaking, Inc.
PowerSpeaking, Inc. is world-class presentation training company. We have provided the tools and strategies to present clearly, passionately, and impactfully to over 300,000 people.
PowerSpeaking offers (in person and virtually) presentation skills training, sales training, technical presentation training, event driven presentation training, conference coaching, and executive coaching.

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AWIS, Ncc, Saturday Afternoon, Aug. 10, 2013

Event: “7th Annual Potluck Picnic At San Mateo, Beresford Park”
Date And Time: Saturday, August 10th, 2013, 12-3 Pm
Location: Beresford Park, San Mateo, Ca
Http://Www.Cityofsanmateo.Org/Exploreourparks/
Cost: Free
Register At Http://Www.Paperlesspost.Com/P/9f52e6207c#Paper/Front/0

Awis Is Pleased To Invite You To Our Networking Picnic. This Year Will Again Be A Joint Ncc Event:Â Palo Alto Awis, San Francisco Awis, East Bay Awis, And Sacramento Valley Awis! It Will Be Held At Beresford Park Which Has Paths For Walking, Grassy And Picnic Areas, Several Playgrounds For Kids, Skate Park, Bocce, Tennis And Basketball Courts Are Nearby.
Awis-Ncc Will Provide: Meat To Bbq, Veggie Patties And Cold Drinks
You Could Bring: Side Dish Or Dessert To Share With 6-8 Others.
Spouses, Friends, And Families Welcome To This Free Event!

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Bio2Device Group, Tuesday Evening, August 13, 2013

Topic: “Understanding the Value of Advanced Diagnostics: Aligning Labs, Clinicians and Payers to Make Better Decisions”
Speaker: Matt Zubiller, VP, Decision Management, McKesson
Date and Time: Tuesday, August 13, 2013 – 6:00 – 9:00 pm Location: Wilson Sonsini Goodrich & Rosati, 650 Page Mill Road, Palo Alto CA
Cost:
$6 - Students/In-transition - Members only
$11 - Early-bird Registration - Members only
$20 - Late Registration and Non-Members
$25 - Walk-ins

Speaker Bio
Matt Zubiller is Vice President of McKesson’s Decision Management business. Matt leads McKesson’s InterQual business and related point-of-care decision support solutions. Before joining McKesson, Matt worked for a global strategy consulting firm in London, co-founded a spin-off from a leading Enterprise Resource Planning software and services vendor, and then founded and sold a boutique consulting practice working with early stage technology companies, entrepreneurs and venture capitalists in the US, UK, and India. Matt holds an MBA from London Business School, a management of technology degree from the Berkeley College of Engineering and the Haas Business School, and was recently named to Healthspottr’s “Future Health 100” as a healthcare innovations leader.

Topic Description
As the healthcare industry continues the transition to care delivery and reimbursement strategies that recognize value over volume, laboratories, clinicians and payers are collaborating in new ways to move discussion into action. Taking a fresh look at the decision support tools used to identify and track diagnostics tests at the point of care can open up new avenues for partnership among healthcare stakeholders. Adding specificity to the use, identification, reporting and tracking of molecular diagnostic tests will enable healthcare stakeholders to effectively measure the clinical and financial impact of molecular diagnostics testing in order to make better informed test selection, coverage, and payment decisions. This session will focus on the need for molecular diagnostic test identifiers which enable labs, clinicians and payers to identify care events at very granular levels in order to gain more insight into the clinical value of each event. That, in turn, would help drive better decisions about care delivery and reimbursement and which can quickly scale beyond diagnostics to consider any care event (next gen/ whole genome sequencing, allergy testing, DME, episodes of care, and more) that needs a more granular level of identification in the pursuit of true healthcare value.

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BayBio, Wednesday Morning, Aug. 14, 2013

Event: Hr Breakfast: Keeping Compensation Competitive”
Speaker: Annette Winn, *Barney & Barney, LLC*
Date and Time: 8/14/2013, 8:00AM – 9:30AM
Location: HCP/BayBio Event Center, 250 East Grand Avenue, Suite 26, South San Francisco, CA 94080
Register at https://m360.baybio.org/frontend/event/registration/login.aspx?EventId=85378
Event Description

You are invited to join other HR leaders in the life sciences for the BayBio summer HR Breakfast!
Come learn more about the exclusive benefits of being a BayBio member and how your organization can drive a Total Rewards strategy.
By understanding the power of a Total Rewards perspective, you will be in a better position to:

- Optimally reward your employees and grow your company's bottom line
- Position your Company to attract top talent
- Align employee motivation with those programs your employees value
- Manage costs efficiently

You will also learn how to define Total Rewards by: learning how to calculate the aggregate spend under all plans; recognize the importance of balancing multiple perspectives when creating a Total Rewards philosophy; and understanding current issues and trends driving Total Rewards strategies.

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WIB, Wednesday Evening, August 14, 2013

Event: "Peninsula/South Bay Speed Networking Event"
Date and Time: Wednesday, August 14, 5:30 – 8:30 pm
Doors open at 5:30 p.m. PDT
Speed Networking from 6:30 p.m. – 8:30 p.m.
Location: Fenwick & West LLP, Silicon Valley Center, 801 California Street, Mtn. View, CA
Cost for Reception: Members: $20.00; Non-Members: $35.00
Register at
https://netforum.avectra.com/eweb/DynamicPage.aspx?Site=WIB&WebCode=EventDetail&evt_key=884ec1d5-501e-426c-b413-96d8a543df74

Event Description
Join WIB–San Francisco Bay Area for a Peninsula/South Bay Speed Networking Event, August 14, 2013

Join women around the Bay Area for a fun evening of Speed Networking! We have had great success with our Speed Networking events around the Bay Area and are excited to put on the latest event in the South Bay! So grab your business cards and polish up your 30-second introduction and join us for a fun, fast-paced evening to meet other women in the Pharma/Biotech Industry. In two hours you'll mingle, learn fast facts and make new connections. Space is limited, so please register early. Wine, hors d'oeuvres, and social time before and after.

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EMBS, Thursday, Thursday Evening, August 15, 2013

Topic: "The twilight of digital medicine and the role of engineers"
Speaker: Dr. Hesaam Esfandyarpour, Founder & CEO – GenapSys Inc.
Location: Texas Instruments Silicon Valley Auditorium (previously National Semiconductor), 2900 Semiconductor Dr., Santa Clara, CA 95051
Date and Time: August 15th (Thursday) evening 6pm-8.00pm.
Networking and snacks : 6 PM- 6:30 PM
Technical Talk : 6.30 PM- 8.00 PM
Cost: Free
Register at http://ieeescvsscsaug15-eorg.eventbrite.com/

Topic Description
The generation and understanding of DNA sequence data is revolutionizing our understanding of biology and has significantly impacted many aspects of medicine and society at large. However, routine use for personalized medicine is still beyond reach as costs remain high. Sequencing methods allowing cost effective and accurate de novo and re-sequencing genomes are critical to provide needed insights for human health, disease management and diagnostics at the individual level. Costs still remain too high with inadequate quality, to make sequencing technologies affordable for the routine use of genomics in individual health care. We need is to develop a system that significantly reduces the cost, while increasing the reliability, throughput and automation of obtaining genomic information.

Speaker Bio
Dr. Hesaam Esfandyarpour**,** Founder & CEO – GenapSys Inc., Ph.D. Electrical Engineering (Stanford University), MS Management (Stanford University), MS Electrical Engineering (Stanford University),BS Electrical Engineering (Sharif University of Technology)
Dr. Esfandyarpour founded GenapSys Inc in January 2010 to develop this revolutionary technology as a fullyintegrated genetic analyzer product for the improvement of human health care and serves as the CEO and CTO for Hesaam 's PhD in electrical engineering and post doctoral (Genome Fellow) effort at Stanford University's Stanford Genome Technology Center (SGTC), is the foundation of GenapSys' technology. Dr. Esfandyarpour has several publications and is the inventor or co-inventor of numerous patents and pending patents related to DNA sequencing and protein detection technologies, including the electronic DNA sequencing, method of DNA sequencing based on electronic pH or heat sequencing, emulsion-free amplification and fully-integrated chamber-free GENIUS platform.
Hesaam holds PhD and Master's degree in electrical engineering and a Master's degree in management science and engineering from Stanford University (2006, 2008 respectively). He received his BS in electrical engineering with honors from Sharif University of Technology in Iran (2004). He developed the technology during his Ph.D. work, culminating in his thesis entitled "Electronic Gene Sequencing: A novel method for DNA sequencing based on direct heat or pH measurement" at the Stanford Genome Technology Center and the Center for Integrated Systems at Stanford University. This novel label-free and fast electronic sequencing technology holds the potential to dramatically reduce the cost of sequencing, in instrumentation, running and informatics costs, and enable "Bench to Wellness Sequencing". In the past he has served as President and CEO of SimorghAva, Inc., an Internet Service Provider and computer network company which he co-founded in 2002. In 2001, he founded the professional robotic team of Sharif University and was team leader for RoboDeminer 02, an International Robotic Competition. There, out of 118 international competitors, the Sharif team was awarded the silver Medal and received the United Nations Certificate of Merit from the UN resident coordinator and UNDP resident representative, F.M. Bastagli for the effort toward Peace and Humanity. In 2000, Hesaam entered Sharif University after ranking third among more than 450,000 participants around the nation in the University National Entrance Examination.
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Syntex Syva Alumni Association, Thursday Afternoon-Evening, August. 15, 2013

Event: Annual Alumni Picnic in the Park
Date and Time: Thursday, 4:00 -8:00 pm
Location: Cuesta Park Reserved Picnic Area accessed on Cuesta Drive near intersection with Grant Road. Free parking in lot, on streets
Cost: The cost for this fun event is $20.00* per person. Guests are welcome. * The actual cost is approximately $27 per person. SSAA will continue to pay expenses above the $20.00 out of the general fund.

Questions: Phone #: 650- 598-0249; Email: ssaa@syntexsyvaalumni.org
To register, print and fill out the form available at
http://www.syntexsyvaalumni.org/picnicflyer2013.pdf
Mail reservation form with your check made out to Syntex Syva Alumni Association (SSAA) to Syntex Syva Alumni Association, P.O. Box 1857, Los Altos, CA 94023

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Event Description
Start the afternoon with a cool beverage, some munchies and visit with friends and colleagues. Armadillo Willy's BBQ will be served at 5:30. A gift card drawing will take place between 7 and 7:30.

Come, visit, enjoy! (Events and other activities sponsored by the Syntex Syva Alumni Association (SSAA) are for the convenience and pleasure of the members and their guests who desire to participate. SSAA does not assume any responsibility for the well being or safety of the participants, or their property or any damages whatsoever, in any manner pertaining to said activities.)

Syntex and Syva included over 6,000 employees in Palo Alto until Roche acquired the company in the mid-1990's. All employees of those two divisions are welcome to attend the picnic with their guests. There are typically 150 alumni in attendance at this annual picnic.

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Bio2Device Group, Tuesday Morning, August 20, 2013

Topic: "Occupational Therapy Medical Devices"
Speaker: Anupam Pathak, Founder/CEO, Lynx Design
Date and Time: Tuesday, August 20, 2013, 8:30 – 10:30 am
Location: Sunnyvale City Council Chambers, 456 West Olive Ave., Sunnyvale, CA
Cost: No charge
No registration required

Topic Description
Anupam will speak of an innovative technology that he is commercializing called LiftWare. The developed technology actively stabilizes tremor from Essential Tremor and Parkinson's Disease, dramatically improving overall quality of life. The technology is a uniquely effective and compact device that uses active tremor cancellation to quickly filter out unintentional tremor while preserving intentional hand movement. The system has gone through clinical trials, which will be discussed.

Speaker Bio
Anupam is an inventor and entrepreneur at heart. He founded Lift Labs with the intent to apply his technical background to improve our quality of life for people suffering from Essential Tremor or Parkinson's Disease. Lift Labs is currently launching an active cancellation system that allows people to function despite their illness of disability. Outside of work, Anupam loves to teach hands-on science to children. In the past he co-founded a non-profit called Explorabox, whose mission is to provide hands-on science kits to children growing up in economic hardship.

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BioScience Forum, Wednesday Evening, August 21, 2013

Topic: **"**Partnering in the Life Sciences - New Models for Early Stage Collaboration**"**
Speaker: Christopher Haskell, Ph.D.
Head, US Science Hub
Bayer Healthcare Pharmaceuticals
Date and Time: Wednesday, Aug. 21, 2013, 6:00 pm-9:00 pm; 6 pm - 7 pm networking
7 pm - 8 pm dinner
8 pm - 9 pm presentation
Location: The Holiday Inn, 275 S. Airport Blvd., South San Franicisco, CA 94080
Event Registration ($3 service fee will apply)
General Pre-Registration $45.00
General On-Site Registration $55.00
Student Pre-Registration $35.00
Student On-Site Registration $45.00
Pre-Registration ends Monday, Aug. 19, at 9 pm
Cash or check accepted on the day of the event
Register at http://biosf.org/
Or you can pay with a check made out to "BioScience Forum" and sent to:
BioScience Forum
1442A Walnut Street, #308
Berkeley, CA 94709-1405
Please do not mail checks later than Thursday, June 13th
If paying with check, do not complete online registration with Cvent
Please check BioScience Forum website (www.biosf.org) for details as I'm posting this ahead of their announcement being available.

Topic Description
Pharma and start-up life sciences companies are facing unique challenges that also happen to be two sides of the same coin. While pharma is looking for novel mechanisms and disease biology to help enhance their pipelines, startups are looking for the resources to advance their novel ideas to the patient. The problem is that there is a poor "marketplace" in this early innovation space to bring these two parties together. The magnitude of the problem is highlighted by the lack of funds for startup companies.

All stakeholders; academics, biotechs, pharma, venture capitalists, and others are experimenting with creative solutions such as joint labs, incubators, build-to-buy companies and startup support systems. While each model may look different from the surface, some common features may help to solve this "marketplace" problem and lead to huge benefits for both sides. First, these approaches aim to quickly and systematically develop the early ideas into products that can then be taken on by pharma. Second, there is increased activity in certain regions of the world where all the players join together in "innovation ecosystems," bringing the parties physically together and engaging them as stakeholders in a set of common goals. Many groups, including Bayer, are experimenting with these models. And while it's too early to claim success we can look at how these models have evolved and why the latest experiments could succeed for both sides.

Speaker Bio
Dr. Christopher Haskell leads Bayer's U.S. Science Hub, based in the company's U.S. Innovation Center located at Mission Bay, San Francisco. Haskell and his group support Bayer's Global Drug Discovery through developing and managing partnerships with US academic research institutions and emerging life science firms, including the master agreement signed with UCSF in 2010. Haskell is also responsible for the development of the CoLaborator, a biotech incubator space adjacent to the company's U.S. Innovation Center that opened in the fall of 2012 in San Francisco. The CoLaborator houses a number of

startup life science firms, and has been developed as a vehicle to foster collaboration between Bayer and these emerging innovators.

After his graduate work at the University of California, Davis and a postdoctoral fellowship at The Gladstone Institute in San Francisco, Haskell joined the Immunology group at Berlex Biosciences. Since joining Bayer in 2007, Haskell has served in various scientific leadership roles, including the Acting Head of Applied Research, the unit responsible for hemostasis research and drug development. In late 2009, Haskell was named head of Bayer's newly formed Science Hub.

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BayBio, Thursday Night, Aug. 22, 2013

Event: BayBio Life Science Pub Night
Date and Time: Thursday, Aug. 22, 5:30 – 7:30 pm
Location: 5885 Hollis Street, Emeryville, CA
Register at http://baybio.org/baybio-life-science-pub-night/

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CACO Workshop, Friday Afternoon, August 23, 2013

Topic: "Clinical Formulation Development and Registration for Small-Molecule NCEs"
Speakers: David Baker, (WriteResource), Zedong Dong (FDA CDER), Sanjeev Kothari (Genentech), Minli Xie
Date and Time: Friday, August 23, 2013, 12:45 – 5:30 pm
Location: San Francisco Bay Area
See details and register on CACO website at http://www.caco-ca.org/aspx/chemist.aspx

Topic Description
Clinical formulation development is a dynamic and evolving process that has to take into considerations of route of administration, therapeutic areas, stage of development, patient populations and PK, efficacy and safety requirements as well as stability, manufacturability and scalability. A thorough preformulationcharacterization is critical in setting a solid foundation for clinical formulation development. Typically, formulations used for early-phase clinical studies are relatively simple to prepare as fit-for-purpose to achieve clinical proof-of-concept. On the other hand, formulation aimed for late-phase clinical studies should essentially be representative of future commercial formulation in performance, safety, composition and manufacturing processes. Aging patient population on multiple medications, accelerated clinical studies for break-through therapies as well as QbD requirements are some of the new challenges posed to formulation scientists. This workshop aims to provide a frame work of strategies and considerations for oral and injectable clinical formulation development from initial design to optimization, QbDassessment, registration and process validation for new chemical entities (NCEs, aks synthetic small molecule drugs). Speakers will share scientific fundamentals, process experiences, case studies as well as FDA perspectives on formulation development and registration.

The workshop includes but not limited to the following topics:

• Clinical Formulation Development for Phase I and prior to Proof-of-Concept
Ø Physical Form of Drug Substance and preformulation
Ø Considerations and development for Phase I oral and parenteral formulations
Ø Safety assessment of clinical formulation
Ø Case studies

• Injectable Formulation Development and Registration
Ø Key developmental activities
Ø QbD considerations
Ø Comparability strategy
Ø Registration and Process Validation
Ø Case studies
• Solid-dosage Formulation Development and Registration
Ø Key developmental activities
Ø QbD considerations
Ø Comparability strategy
Ø Registration and Process Validation
Ø Case studies
• Regulatory Perspectives on Formulation Development and Registration for NCEs
Ø Regulations and guidancesrelated to clinical formulation development and registration
Ø Regulatory perspectives on formulation development in IND stage and registration in NDA stage
Ø Post-approval changes

Speaker Bios
David Baker, Ph.D., is VP of Writeresource Inc.(www.writeresource.net), a pharmaceutical consultancy offering CMC and medical writing expertise. Dr Baker was educated in the UK, completing his undergraduate and his doctorate in Physical Organic Chemistry at King's College, London. He has held a variety of positions in big and small pharma, including Senior Director of Product Development (Pfizer), VP of Pharmaceutical Sciences (Anadys) and President (QLT Plug Delivery) leading and managing functional groups in the development of oral, parenteral and ophthalmic dosage forms and devices. Specialties include formulation, process and device design, mathematical modeling/optimization, kinetic and statistical analysis, elucidation of degradation mechanism and solubility enhancement. Soft skills include problem solving and team building/coaching. Author of multiple product development sections from IND to NDA and European filings. Global experience in pharmaceutical science regulatory requirements for registration of new drugs, devices, and product-line extensions. Experience includes the development of multiple commercialized products from concept, through clinical trials, tech transfer and production scale-up/validation. Device experience for both parenteral and ophthalmic drug delivery, including development of sustained release dosage forms. Processes developed to commercialization include traditional aseptic dosage forms, prefilled syringes, lyophilized formulations, blow fill seal processes and containment of an aseptic filling process for cytotoxics.

Zedong Dong, Ph.D.,is a senior CMC and Biopharmaceutics reviewer in the Office of New Drug Quality Assessment at FDA. Dr. Dong received a B.S. degree (Pharmacy) in 1994 and a M.S. degree (Pharmaceutics) in 1997 from Beijing Medical University (now Peking University Health Sciences Center). He received his Ph.D. in Pharmaceutics from the University of Minnesota in 2002. In the past five years at FDA, he received several center- and FDA-level service awards/recognitions. Before joining FDA, Dr. Dong gained broad industrial experience in drug discovery, preformulationcharacterization, and formulation development during his tenure at Genentech (2002 – 2004) and Hoffmann-La Roche (2005 – 2008). He has published numerous original research articles, and has been invited to give presentations on several professional occasions.
Sanjeev Kothari, Ph.D, is a Sr. Scientific Manager in the Pharmaceutics group within SMPS at Genentech and joined the group in September 2010. Prior to joining Genentech, Sanjeev was a Team Manager at AstraZeneca responsible for material science and process engineering for 3 years. Before moving to AstraZeneca, Sanjeevspent 10 years at Bristol-Myers Squibb Company through various roles of responsibility in the formulation group and

oversaw the development and launch of Abilify and Onglyza. Sanjeev gained significant experience in QbD through the FDA pilotprogram between 2005 and 2007 via the Onglyza NDA submission as part of the pilot program. Sanjeevhas been a member of the QbD expert group at Genentech/Roche and is actively working on ways to identify best practices for QbD implementation within gRED.

Minli Xie, Ph.D., is Assoc. Director of Small Molecule Pharmaceutics at Genentech. Dr. Xiestarted her education at Peking University in Chemistry. She received a M.S. in Physical Organic Chemistry in 1994, and then Ph.D. in Pharmaceutical Chemistry in 1998 from the University of Kansas. In 1997, she started her career at DuPont Pharmaceutical Company working on Discovery Pharmaceutics,Preformulation and Clinical Pharmaceutical Development. After the merger, she joined Bristol-Myers Squibb and led the pharmaceutical support for discovery efforts in several therapeutic areas. In 2004, Dr. Xie joined Genentech Inc, to build a small molecule pharmaceutics group with expertise from discovery support to NDA filing. She has been an integral part of the efforts to establish systems/processes suited for small molecule discovery and development at Genentech. Dr. Xiehas twenty publications, Thirteen presentations, and invited speaker to several international conferences and universities.

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Bio2Device Group, Tuesday Morning, August 27, 2013

Speaker: Walt Maclay, Voler Systems
Topic: “Home Health / Aging in Place -Will We Address the Issues Soon Enough? “
Date and Time: Tuesday, August 27, 2013, 8:30 – 10:30 am
Location: Sunnyvale City Council Chambers, 456 West Olive Ave., Sunnyvale, CA
Cost: No charge
No registration required

Topic Description
Technology is now making a huge push into home health care. New markets are emerging as the traditional “aging in place” market continues to grow. New assistive technologies are being developed that will have an impact as well: communication devices, health and wellness monitoring, home safety and security. Product design must take in to account user capability, medical device regulations, and technology adoption issues. This talk with address the major issues for new devices in the home health and aging in place market. It will include resources, driving forces and latest trends for new technology development.

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CACO-PBSS, Friday, Sept. 6, 2013

Topic: Antibody Drug Conjugates: Chemistry, Bioanalysis, Clinical Pharmacology and Regulatory Issues
Speakers: Steve Alley (Seattle Genetics), Leo Kirkovsky (Pfizer), Robin Marsden (Ambrx), Sandhya Girish (Genentech)
Workshop Organizers:

- Surinder Kaur, Ph.D., Associate Director/Senior Scientist, Bioanalytical Sciences, Genentech
- Chunze Li, Ph.D., Senior Scientist, Clinical Pharmacology, Genentech

Speakers:

- Steve Alley, Ph.D., Director Bioanalytical, Seattle Genetics, Seattle

- Leo Kirkovsky, Ph.D., Group Leader Clinical Assay Group, Global Clinical Pharmacology, Pfizer La Jolla
- Robin Marsden, Ambrx, San Diego
- Sandhya Girish, Senior Scientist/Group Leader, Clinical Pharmacology, Genentech

Date and Time: Friday, September 06, 2013; 12:45-17:30
Location: SF Bay Area
Registration fee: Regular: $80; For unemployed: $0; For vendor-show reps: $0; Webcast: $225; Webcast - for Boston members: $80; Webcast - for San Diego members: $80; For others, details available upon online login.

Major Sponsor: (1)Alturas Analytics
Vendor show vendors registered to date: (1)Pacific BioLabs
Registration: http://www.PBSS.org
Further Information:
Registration deadline: 8/22/2013 (it will close sooner if the seating cap is reached)

Topic Description

Antibody drug conjugates are complex biotherapeutics combining the specific targeting properties of large molecules and the cytotoxicity of small molecule drugs. Due to their complexity, the interdependence of diverse analytical methodologies and clinical pharmacology is crucial to understanding safety and efficacy relationships. There is a need for sharing ADC analytical and clinical pharmacology information for mutual learning amongst scientists of different disciplines.

· Understanding ADC conjugation chemistries and heterogeneity
· The complexity of ADCs requires using a multi-disciplinary, large / small molecule bioanalytical approaches and sophisticated analytical techniques.
· Hybrid LC-MS/MS assays for large molecules
· Biotransformation data to understand the fate of ADCs in vivo
· Bioanalytical assays for preclinical studies
· Clinical bioanalytical assay strategies
· Clinical pharmacology and supporting clinical development
· Regulatory submissions, and meeting post-approval commitments

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NHLBI, Tuesday, Sept. 10, 2013

Event: “NHLBI Regional Innovation Conference”
Date: Tuesday, September 10th, 2013

AGENDA

9:00 - 10:00 a.m.
Registration & Partnering

10:00 - 10:15 a.m.
Welcome Remarks

10:15 - 10:30 a.m.
NHLBI Presentation

10:30 - 10:45 a.m.
Company 1

10:45 - 11:00 a.m.	**Company 5**
Company 2	
	1:00 - 1:15 p.m.
11:00 - 11:15 a.m.	**Company 6**
Company 3	
	1:15 - 1:45 p.m.
11:15 - 12:15 p.m.	**Partnering Break**
Lunch & Partnering	
	1:45 - 3:15 p.m.
12:15 - 12:30 p.m.	**Investor Perspectives Panel**
NHLBI Presentation	
	3:15 - 3:30 p.m.
12:30 - 12:45 p.m.	**Closing Remarks**
Company 4	
	3:30 - 5:00 p.m.
12:45 - 1:00 p.m.	**Reception & Partnering**

Location**:** Byers Auditorium, Genentech Hall UCSF
1600 4th Street San Francisco, CA 94158
Free but limited registration at nhlbisfinnovationconference2013.eventbrite.com
Contact: Madelaine@Prescienceintl.Com

Event Description
This conference brings together small businesses, angel investors, venture capitalists, strategic partners, and business leaders from the biotech and pharmaceutical industries. It will feature presentations by top NHLBI SBIR- funded companies with innovative technologies on the brink of commercialization, an expert panel of investors, and opportunities for partnering and networking. Information about the NHLBI Office of Translational Alliances and Coordination, changes in the SBIR/STTR program re-authorization, and other funding opportunities and resources will be presented. NHLBI staff will be available to provide advice to applicants and awardees.

The NHLBI provides global leadership for research, training, and education to promote the prevention and treatment of heart, lung, blood, and sleep diseases and disorders and to enhance the health of all individuals so that they can live longer and more fulfilling lives.

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TIE, Thursday Evening, September 12, 2013

Topic: "The Role of Big Data in Healthcare"
Moderator:
Justin Graham, Chief Innovation Officer, Healthcare, Hearst Business Media

Panelists :
Darren Schulte, M.D., M.P.P.; President; Apixio, Inc
Scott Clarke, VP & GM, Life Sciences and Healthcare, Saama Technologies
Jonathan Palma, MD, MS, Assistant Professor of Clinical Neonatology, Stanford University / Medical Director of Clinical Informatics, Packard Children's Hospital
Date and Time: Thursday, September 12, 2013 - 6:00pm - 8:30pm
Agenda
6:00 PM - Registrations, Dinner & Networking

7:00 PM - Opening Remarks
7:15 PM - Panel Discussion
8:15 PM - Q & A
8:30 PM - Adjourn
Location: TiE Conference Center, 2903 Bunker Hill Lane Suite 150, Santa Clara 95054, United States
Pricing: Online Pricing - Members – Free; Guests - $20 Onsite Pricing - Members - $20; Guests - $30
Register at
https://s07.123signup.com/servlet/SignUp?P=17291191142669440 0&PG=17291182300
Please note that the online registration closes at 12:00 Noon on the day of the event

TiE Co Chairs:
Praveen Shah, CEO, Mobility LLC
Mudit Jain, Partner, Synergy Life Science Partners

TiE Host: Praveen Shah, CEO, Mobity LLC

Topic Description
Unprecedented regulatory, technological and market forces will reshape the Healthcare industry this decade. Already, Providers are being squeezed by Payers' need to embrace value-based purchasing, and Patients' newfound ability to find, select, assess, and rate them on social and other online media. Same time, Providers also face unique opportunities as well as challenges presented by an explosion of clinical, quality, cost, and service data – structured as well as especially unstructured – trapped in disparate systems.

The panelists will discuss how their organizations are leveraging best practices and cutting edge technologies in big data, social media, and Healthcare Delivery to help Physicians simultaneously improve Patient Experience, Health Outcomes, and their Margins. Through real life examples and lessons learned in the trenches, the panelists will help the Investors, Entrepreneurs, Executives, and Engineers in the audience distinguish between hype, potential, and current results; as well as help identify and prioritize the opportunities.

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Bio2Device Group, Tuesday Evening, September 17, 2013

Topic: "Healthcare Economics"
Speaker: John Hornberger, **MD MS FACP,** CEO & President, Cedar Associates, LLC
Date and Time: Tuesday, September 17, 2013 – 6:00 – 9:00 pm Location: Wilson Sonsini Goodrich & Rosati, 650 Page Mill Road, Palo Alto CA
Cost:
$6 - Students/In-transition - Members only
$11 - Early-bird Registration - Members only
$20 - Late Registration and Non-Members
$25 - Walk-ins

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Triple Ring Technologies, Thursday, Sept. 19, 2013-07-26
Early bird registration thru Aug 15"
Event: "Technology Frontiers Symposium--Converging on Personalized Medicine"
Date and Time: September 19th, 2013; 8:00 am–3:30 pm, Registration and continental breakfast begins at 8:00 am
8:00 AM Registration and Coffee

9:00 AM Greetings and Introductions
9:10 AM Sessions 1 & 2
10:10 AM Refreshment Break
10:30 AM Sessions 3 & 4
11:30 AM TFC Project Announcement and Tours
12:00 PM Lunch
1:00 PM Sessions 5 & 6
2:00 PM Refreshment Break
2:15 PM Panel Discussion
3:15 PM Wrap-Up
3:30 PM Close
Location:Triple Ring Technologies,39655 Eureka Drive, Newark
EARLY-BIRD REGISTRATION: $105 (Until August 15, 2013)
REGULAR REGISTRATION: $150 (After August 15, 2013)
For details and registration:
http://www.meetup.com/Technology-Frontiers-Collaborative/events/129882862/

Symposium Description

Delivering the right drug at the right dose, to the right patient at the right time

Personalized medicine represents a new ideal for solving many problems facing modern healthcare and focusing innovation efforts in an industry with great need. Delivering the right drug at the right dose, to the right patient, at the right time is a simple concept that requires a remarkably complex network of companies, institutions and individuals. Additionally, this simple concept presents challenges too large for any single organization to tackle. Effective communication and collaboration between key people and organizations are fundamental to the next stage of healthcare innovation and the realization of personalized medicine. Triple Ring Technologies is hosting a daylong symposium to foster communication, collaboration and understanding across multiple science/technology, business, and regulatory disciplines and to create a call to action around the implementation of personalized medicine. Speakers will represent a number of the critical fields required to make personalized medicine a reality including clinicians, drug developers, technology developers, researchers, entrepreneurs, and regulatory experts.

Topics:

- Point of Care – Keeping close to the patient
- Living Personalized Medicine Daily – Clinicians on the front lines
- Making money in the market – Established businesses in Personalized Medicine
- Actionable data from the avalanche – Analysis of ‘Omics data
- Effective device design – Full adoption requires usability
- Tx/Dx – Companion Diagnostics for developing therapeutics
- Regulatory perspectives - How Will the FDA get onboard?
- Panel Discussion - Innovations to enable Personalized Medicine

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ACRP, Thursday Evening, Sept. 19, 2013

Event: “Risk-Based Monitoring - Advantages for Clinical Research Sites”
Speakers: Sam Sather, Medtronic, Deby McFadyen, Consultant
Date and Time: Thursday, Sept. 19, 2013, 6-9 pm
Location: Radisson Hotel, SSF
Cost: $0/$15/$20

See details at member website at
http://www.acrpnet.org/GetInfoFor/USChapters/NorthernCalifornia/FeaturedEvents.aspx.

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CACO Seminar Luncheon, Friday Mid-Day, Sept. 20, 2013

Topic: "Up Close and Personal with Cancer: The Success Story of Plexxikon's Zelboraf® (vemurafenib) for Melanoma Treatment and beyond"
Speaker: K. Peter Hirth, Ph.D., Chief Executive Officer, Plexxikon
Date and Time: Friday, Sept. 20, 2013, 11:00 am – 1:30 pm
Location: Crown Plaza, Foster City, CA

Speaker Bio
Dr. Hirthco-founded Plexxikon in December 2000, and has 25 years of biotechnology and pharmaceutical discovery and development experience. Dr. Hirth was instrumental in the discovery and development of Zelboraf®, Plexxikon'sfirst oncology drug now approved in the U.S. and many other countries, along with its companion diagnostic. Previously, he was president of Sugen, Inc. until the sale of the company to Pharmacia Corporation in 1999. At Sugen, he helped build the company from its inception and advanced several kinase inhibitors through clinical trials for the treatment of oncology. This includes the drug Sutent, now owned by Pfizer through its acquisition of Pharmacia. Prior to Sugen, Dr. Hirthwas a vice president in research with BoehringerMannheim where, among other responsibilities, he successfully led the company's erythropoietin program. Previously, he also was a research scientist with the Max Planck Institute, following the completion of his post doctoral work at the University of California, San Diego. Dr. Hirth received his Ph.D. in molecular genetics from Heidelberg University, Germany.
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Elsevier's Pharmaceutical Strategy Conference, Monday – Wednesday, Sept. 23-25, 2013

Event: "Rebooting Growth: Maximizing the Value of Scientific and Business Model Innovation"
Date and Time: Monday, Sept. 23 starting at 1:30 pm through Wednesday Sept. 25, ending at 1:00 pm
Location: Millennium Broadway Hotel, New York, New York (Manhattan)
Cost: Individual Attendee: $1595 (lower prices for past attendees and subscribers to Elsevier products) $400 Discount - Expires July 5, 2013
Cost includes:
•Entrance to all sessions and workshops
•Conference materials, proceedings booklet, and copies of presentation slides as permitted by our speakers
•Admission to two cocktail receptions and all breakfasts/lunches/breaks (all networking functions)
•Conference materials, proceedings booklet, and copies of presentation slides, as permitted
•15% off any Elsevier Business Intelligence product purchased at the conference.
See details on invited speakers and register at
http://www.elsevierbi.com/mkt/Conf/PSA/2013Register

Event Description

In the first decade of this century, industry has adopted more effective and efficient ways of managing R&D, but will those changes be sustainable now that the urgency of the patent cliff is behind it? A rising class of stronger, bigger biotechs has lessons for the rest of the industry on the kinds of innovation acceptable to the market. Are these the right models for this new era? At this year's *PSA: The Pharmaceutical Strategy Conference*, we will explore how various players in the biopharmaceutical ecosystem can gain the most value from scientific and business model innovation.

Industry still grapples with existential questions about the most effective approaches to developing meaningful new drugs; how it should collectively fund and reward their discovery and development; which therapies are ultimately worth paying a premium for, and how that worth should be measured. We'll hear from R&D and business development leaders about changing corporate priorities and strategies, and plans for building businesses in emerging markets that can help resuscitate faltering businesses at home. We'll also examine what large investors want from large pharma, and at the other end of the value chain, what venture capitalists and entrepreneurs learned from the bloodbath of the past few years.

Pharma now faces market access and pricing challenges that are more insidious, but just as threatening as the familiar R&D and patent cliff issues it has grappled with for years. With the U.S. now fully immersed in implementing health care reform, and austerity abroad, biopharma's core customer bases face challenges of their own. New information technologies and resource constraints up-end traditional approaches to working with various constituents. Pharma's responses to these changes continue to evolve. With near-term top- and bottom-line pressures easing, and the broad outline of regulation and policy clearer, biopharma leaders can grow bolder – or more complacent. As industry drives growth in new territories, in new therapeutic spaces, and by forging new kinds of relationships across the changing ecosystem, it may now have its greatest opportunity for transformation ahead of it.

Why do so many pharma companies send their leadership teams to PSA?

PSA offers case studies about today's top biopharma issues from CEOs, Senior R&D and Senior Business Development executives. Not only will they share lessons learned, and practical advice for sealing a deal, but these key opinion leaders will debate the issues that are top of mind -- from enhancing R&D productivity to doing more with less in Business Development. In addition, attendees will also have the chance to:

- Meet potential partners and network in a relaxed setting.
- Understand externalization models and see how a company's approach meshes with potential partners.
- Benchmark the firm's dealmaking strategy against its competitors.
- Understand the specifics driving biopharma dealmaking to better calibrate ongoing negotiations.
- View Top 10 reasons to attend Pharmaceutical Strategy Conference.

PSA is the only meeting to gather in one place the industry's top thinkers to explain solutions to the fundamental challenges facing biotech and pharma. In a limited period of time, it will equip dealmakers like you with the insights, information and practical advice you need to strike successful deals. This program will sell out so register early.

At this year's event you'll hear from and network with senior industry executives about biopharma's most pressing strategic issues. Panel topics include:

- Innovative approaches to market access.
- Breakthroughs in business development.
- Biotech models that create value.
- What leading investors want from biopharma companies?
- Balancing austerity and innovation in R&D
- BD in China: Why it's the right time to partner with domestic biopharma.
- Matchmaking and integration in the new world of diagnostics M&A.
- Bringing brand sensibility to biosimilar strategies.

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Bio2Device Group, Tuesday Morning, October 1, 2013

Speaker: Vern Norviel, Partner, WSGR
Topic: “Gene Patents: How Did the Supreme Court Impact Life Science?”
Date and Time: Tuesday, October 1, 2013, 8:30 – 10:30 am
Location: Sunnyvale City Council Chambers, 456 West Olive Ave., Sunnyvale, CA
Cost: No charge
No registration required

Topic Description
The Supreme Court recently ruled in the Myriad case that “gene patents” were not patentable. But, the real meaning of this decision has been the subject of hugely conflicting reports from the press, the investor community, advocacy groups, and from Myriad. The presentation will sort out the various positions, and clarify the real impact on the life science industry.

Speaker Bio
Vern Norviel is a partner at Wilson Sonsini Goodrich & Rosati, where he leads the patents and innovation counseling practice. Vern has more than two decades of experience in formulating successful strategies for life science companies and the development of their IP programs. He represents a wide variety of companies, as well as venture capital firms, in areas such as therapeutics, diagnostics, nanotechnology, genomics, proteomics, and personalized medicine. In fact, Vern's interest in the field of personalized medicine prompted him to become the first attorney to have had his or her entire genome sequenced and made available in a public database.
Before joining the firm in 2003, Vern was the general counsel and corporate secretary of Perlegen Sciences, Inc., a start-up biotechnology company that scans the entire human genome for important therapeutic and diagnostic products. Previously, as senior vice president and general counsel, he was an early employee of Affymetrix, the biotechnology company that pioneered and developed DNA chip technology. He also had been a partner at Townsend and Townsend and Crew in Palo Alto.
During his career, Vern has authored or prosecuted more than 20 patents that have been litigated in the United States and abroad, and has overseen intellectual property lawsuits throughout the world.
Vern currently serves as a member of Wilson Sonsini Goodrich & Rosati's Compensation Committee and on the board of the WSGR Foundation, and previously served as a member of the Policy Committee. In addition, he is a lecturer in biotechnology law at UC Berkeley School of Law.
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UC Berkeley Extension Course, Thursday and Friday, Oct. 3-4, 2013

Course: “Life Science Business and Marketing: Their Integral Role for Success,”
Dates and Time: Thursday and Friday, Oct. 3-4, 2013; 8:30 am – 5:00 pm for classroom intensive and balance of term for working on term project
Location: Downtown University of California, Berkeley Extension, 425 Market St., 8th Floor, San Francisco, CA 94105
Fee: $795, online registration available in early August
Register at http://extension.berkeley.edu/catalog/course190.html

Course Description

The life science industry presents very different challenges found in other industries and requires specialized knowledge and skills to navigate the unique regulatory path requirements, lengthy development times, expensive clinical trial process, FDA control of advertising and labeling, and impact of managed care on reimbursement and pricing. This course conveys the foundational research and analysis skills needed on the job to make good marketing and business recommendations and decisions across company functions.

Course includes two days of intensive classroom work and mentoring by instructor available for balance of term while completing optional term project. Students will learn how to research and analyze markets and environments for making recommendations and decisions useful for all professional functions in bioscience companies. They will learn how to do typical business and marketing assignments common to the workplace and receive templates/outlines for documents. In the process students will develop a basic understanding of the role and benefits of various business and marketing functions involved in company's success, underscoring their roles across all stages of company and product lifecycle. Participants will learn what makes the industry "tick," identify challenges and opportunities critical to the success of a company and its products that might otherwise be overlooked until too late in the development process. Students will complete business investment analysis of a company and its technology/products of their choice for term project.

Deliverables
Students receive an extensive student reader with lecture slides for note taking, lists of Internet-accessible information resources and gratis access to selected otherwise paid Elsevier subscription databases to assist in researching their optional term project.

Who Will Benefit from This Course
Experienced and newer business and marketing professionals--as well as scientific, clinical, regulatory, and legal professionals--can benefit from this introduction to the important business and marketing aspects of the life science industry and how to research and develop solutions to handle its challenges.

Course Director
Audrey Erbes, Ph.D., is a global life-science business development and marketing consultant, industry blogger at www.AudreysNetwork.com, organization leader, public speaker and developer of customized executive education. She is known for her industry blog publications on Audreysnetwork.com. She had 25 years of corporate managerial experience in the biopharmaceutical industry including Executive Vice President and Cofounder of Kowa Research Institute, a biopharmaceutical licensing and investment subsidiary of Kowa Company Ltd., Japan. Before that she held both U.S. and international management positions at Syntex Corp. (acquired by Roche) in market research, product management, strategic marketing, and business development with a special emphasis on Europe and Asia/Pacific/Canada.

Guest Speakers and Their Topics

Joyce L Chiarenza, Chiarenza Consulting, L.L.C. is a regulatory affairs, labeling expert and clinical compliance certified professional with over 40 years of pharmaceutical and biotech experience. She held managerial positions in quality control, quality assurance, compliance and regulatory affairs. After more than 16 years at Genentech, Inc., she became a regulatory affairs consultant, specializing in labeling, advertising and promotion, and clinical compliance. Prior to Genentech she worked in quality with Abbott Laboratories and for three years worked in area of vitamins, food supplements and cosmetics.

Joyce holds a B.S. degree in Child Psychology and Special Education Credentials from California State University at Northridge. In 2010, she received her certification as a Clinical Compliance Professional. Topic: “Operating in the U.S. Regulatory Environment: Is Product Approvable”

Linda L. Schock is the Director of Commercial Compliance & Government Programs at Compliance Implementation Services (CIS) and responsible for opening the CIS West Coast office in Burlingame, California. Ms. Schock brings over 20 years of industry experience ranging from distribution, pricing, Commercial and Government contracting, reimbursement and Patient Support Programs. Prior to joining CIS, Ms. Schock worked at NeurogesX as Director, Commercial Operations from 2009-2011 and CV Therapeutics from 2005 2009. From 2001 to 2005 Ms. Schock was Associate Director, Distribution and Reimbursement within Commercial Operations at Actelion Pharmaceuticals where she was involved in the launch of Tracleer® and the risk management program *T.A.P.* Ms. Schock began her career at Genentech, Inc. where she worked in Commercial Operation positions of increasing responsibility from 1987 to 2001. Topic: “Building Effective & Compliant Commercial and Government Contracting Operations: A Case Study”

Bev Hudson, MBA, is Executive Director/SVP of Clinical Research, Oklahoma Foundation for Cardiovascular Research (OFCR). Previously, she was Senior Vice President, Business Development, Omnicomm Systems, Inc., a Web-based electronic data capture (EDC) and eClinical (eClinical) software and services company; VP and General Manager of Clinical Research Services at MedPoint Communications, Inc.; and earlier ran sales and operations for Mayo Clinical Trial Services. She spent eleven years at Genentech in sales and marketing management roles. Topic: "The Impact of U.S. Health Care System on Marketing Life Science Products"

Julie Tompkins, **MBA**, is Sr. Vice President at Timely Data Resources (TDR), a healthcare market research and consulting firm. She has more than 30 years experience in the pharmaceutical and biotech arenas, including 12 years in industry and more than 20 years in market research consulting, and has worked with pharmaceuticals, diagnostics, and drug delivery systems. At Syntex (acquired by Roche), Julie worked in both R&D and Marketing, including positions as Analytical Chemist, Market Research Analyst, Manager of New Product Planning, and Manager of Market Analysis. She spent most of her time in Marketing as the primary liaison between Marketing and R&D, serving as a key member on multi-disciplinary project teams and strategic planning committees. After leaving Syntex, Julie was President and Founder of MedSearch, a primary market research company that merged with TDR in January 2000. She holds a B.A. in Human Biology from Stanford University and an MBA from Santa Clara University. Topic: “The Role of Market Research in Product Planning, Development and Marketing"

Course Content Outline

The Discipline of Marketing in the Bioscience Industry

- Unique bioscience industry marketing characteristics
- The core marketing functions
- Pivotal documents associated with marketing functions
- The critical role of marketing at all stages of a product’s development

Marketing Research and Analysis

- Use of market research to optimize product planning, development and marketing
- Role of market research throughout development of company and product

- Defining the objectives, planning and implementation of the research
- Types of market research and methodologies

Impact of Managed Care System on Marketing Bioscience Products

- Review healthcare industry trends/data that impact cost and reimbursement
- Define "who/what is the U.S. healthcare system" and how it influences the commercialization process
- Define reimbursement from Managed Care perspective

Success Parameters for Products and Companies

Dealing with regulatory Environment and Product's Approvability

The Role, Function, Objective of Selected Major Marketing Functions

- Business Development and Licensing Process, Contract and Terms
- Product/Technology Opportunity Assessment Research and Recommendation
- Strategic Planning and Strategic Plan
- Product Management and Product Marketing Plan
- Sales and Distribution

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CACO Workshop, Friday, Oct. 4, 2013

Topic: "Polymorph and salt selection: Advanced approaches for screening, preparation and characterization of small molecule drugs"
Speakers: X. Li (University of the Pacific), Peter Kitrinos (Gilead), Joe Lubach (Genentech), Jeff Stults (Genentech), Fang Wang
Date and Time: Friday, Oct. 4, 2013, 8:45 am – 1:00 pm
Location: SF Bay Area: Santa Clara Convention Center (jointly with ACS Western Regional Meeting)
See details and register at http://www.caco-ca.org/aspx/chemist.aspx

Topic Description
Workshop Description:

Solid-state characterization of API and DP solid dosage forms is an integral part of the pharmaceutical industry. Polymorph and salt selection are key decisions in the development process as they impact the biopharmaceutical properties and stability of the drug candidate. An understanding of these physical forms using methods of analysis, such as x-ray diffraction, thermal and spectrophotometric techniques, are required to establish the solid-state form of the API. These tools are applied in the selection and development a drug candidate. The final API or formulated products must be fully characterized to support regulatory submissions and tested according to specifications to guarantee identity, strength, quality, purity and performance of the drug product.

This workshop will provide an understanding of the fundamental principles and practical applications of a wide variety of solid-state characterization methods for new drug candidates as well as IP considerations for protecting new drug candidates. This workshop will benefit scientists, scientific management, quality control and quality assurance, and regulatory affairs specialists currently working in the pharmaceutical/biopharmaceutical industry who want to improve their understanding of the best practices for characterization of API and form selection. This workshop is also useful for non-pharmascientists who seek a better technical understanding of processes, challenges and opportunities in the industry.

Presentations:
• Introduction & basic concepts of solid state properties (Dr. XiaolingLi, Ph.D., Associate Dean, University of the Pacific)
• PXRD & spectral techniques (Peter Kitrinos, Ph.D., Associate Scientist II, Gilead Sciences)
• Thermal techniques: DSC/TGA and DVS (TBD)
• Solid State NMR (Joe Lubach, Ph.D., Scientist, Genentech)
• Screening/crystallization during discovery/development (Jeff Stults, Ph.D., Senior Research Scientist, Genentech)
• Particle engineering and form selection (Fang Wang, Ph.D., Senior Research Scientist II, Gilead Sciences)
• IP considerations for solid formulations (TBD)
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CBA, Saturday, Oct. 5, 2013

Event: 2013 CBA Annual Conference: Advancing Bioscience: Opportunities, Challenges, and Future
Date: Saturday Oct 5th
Location: Crowne Plaza Foster City.

Agenda will be available when finalized.

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Prescience International BioExec Institute, Thursday and Friday, Oct. 10-11, 2013

Topic: MODULE A - CREATING VALUE
Day 1
New Models of Innovation
“Big Bang Ideas.”
Where does innovation come from and how do we get more of it? There are few more important questions to the biopharma industry and this year's BioExec Institute will feature some of the industries most respected thought leaders on the subject of innovation including Bernard Munos, Founder, InnoThink Center for Research in Biomedical Innovation and Mervyn J. Turner, Ph.D., Chief Strategy Officer, Merck & Co. Inc. & Sr. Vice President, Emerging Markets, Merck Research Laboratories.
Featured topics:

- Where does innovation come from
- Emerging business opportunities in healthcare
- New models of early stage innovation
- The sustainability of the biopharma business model

Day 2
Disruptive Innovation - The External Insurrection
"High risk - high reward bets on innovation.”
A focus on innovative and/or niche models represented at specific companies which may or may not evolve into mainstream strategies. A high-level view of where current strategic investments are being made by ‘traditional’ biopharmas.
Featured topics:

- Innovative therapies and models including delivery, price-point, and product service models
- Outcomes-based contracts for specialty medications
- Virtual company models
- Innovative R&D ecosystems
- Personalizing therapies

Date and Time: Thursday and Friday, Oct. 10-11, 2013
Location: Berkeley, CA
Fee: $2,400
Please contact our program consultant:
Call +1.510.642.7794 Email or
Call +1.510.642.9167 Email

See details as they are announced at http://executive.berkeley.edu/programs/bioexec-institute

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ACRP, Thursday Evening, Oct. 17, 2013

Event: East Bay Networking Event
Date and Time: Thursday, Oct. 17, 2013, 5-8 pm
Location: Pyramid Alehouse, Berkeley
Cost: Free
See details at member site
http://www.acrpnet.org/GetInfoFor/USChapters/NorthernCalifornia/FeaturedEvents.aspx.
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Bay Bio Invitation for Participation, Oct. 24 – Nov. 2, 2013

Event: Participation with Bay Bio in Bay Area Science Festival
Contact Travis directly by email at travis@baybio.org or phone at 650-871-3260 if interested.
Travis Blaschek-MillerCommunications Director, BayBio, 650-871-3260

I participated last year and really enjoyed it. Audrey

Invitation
From Oct. 24 to Nov. 2, BayBio is once again pleased to participate in the Bay Area Science Festival, a 10 - day celebration of the unique science and technology of our region. Discovery Days at AT&T Park is the festival finale, featuring over 100 exhibitors presenting hands-on science activities for over 30,000 students and families. A key area is the Life Science “Alley” on the field, featuring a group of local life science organizations. This special package combines expanded Festival visibility and recognition along with a premium presence on the field at AT&T Park.

With provocative lectures, hands - on activities, exhibitions, tours of cutting - edge facilities, guided hikes and thousands of local scientists, engineers & technologists sharing their passion - the Bay Area Science Festival promises something for everyone. Led by the University of California - San Francisco (UCSF), this ambitious initiative relies on a collaboration of the Bay Area's leading academic, scientific, corporate and nonprofit institutions with the collective aim of providing accessible science programming to every Bay Area resident.

By putting science at everyone’s fingertips, we hope to engage our community in its wonders and inspire the next generation of scientists and engineers. Are you ready to unleash the inner scientist in our community?

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Second HealthTech Conference, Wednesday, October 30, 2013

Event: “The HealthTech Conference: Building a Business in the New Healthcare Ecosystem”
Date and Time: Wednesday, October 30, 2013, 8:30 am – 7:00 pm
Location: Computer History Museum, 1401 N. Shoreline Blvd., Mountain View, California
Price: $695 through August 31, 2013
Register at http://www.eventbrite.com/event/5604898402#

You can learn where new opportunities are emerging from the massive disruptions of our healthcare system and how to take advantage of them. Please click here to register.
Charles Saunders, President of Strategic Diversification for Aetna, is the keynote speaker.
We have already over 19 panelists with an amazing gathering of CEOs, senior management, and venture capitalists - please see the full list here:
Our conference will provide practical explorations of unmet needs, payment and insurance changes, strategic partnering, mobile technologies for aging at home, and funding sources.
The Demo Hall will feature innovative start-up companies changing the world of health care. These Demo Exhibitors will have the opportunity to present their companies to conference attendees and participate in the competition for the Most Promising Health Tech Company of 2013, to be awarded at the end of the day.

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The Conference Forum, Monday-Tuesday, Nov. 4-5, 2013

Event: Chief Medical Officer Summit West
Dates: November 4-5, 2013
Location: Marines Memorial Club Hotel, San Francisco, CA

Registration and Pricing

The conference fee includes the program, morning coffee/tea, luncheons and conference documentation.

Early Early-Bird	Early-Bird	Standard
Before July 26, 2013	Before September 6, 2013	After September 6, 2013
$1,095	$1,295	$1,495

15% discount for Audrey’s community with code CMOA
Register at http://theconferenceforum.org/conferences/cmo-summit-west/registration-pricing/
Find details at
http://theconferenceforum.org/conferences/cmo-summit-west/overview/

Event Overview/Description
For the first time, Chief Medical Officers at biotechs on the West Coast have their own conference thanks to the idea from Dr. Elizabeth Stoner, Managing Director, MPM Capital. CMO West is dedicated to accomplishing two goals:

1. To provide a forum to address the unique needs of Emerging Life Science Chief Medical Officers in de-risking drug development, selecting and managing CROs, leveraging capital to manage all R&D functions with limited resources and strategizing for appropriate exits in the current environment.

2. To create a network of Life Science CMOs to form a community that can share ideas, solutions and support.

The Role of a CMO in Emerging Life Science Companies
The role of a Chief Medical Officer is one that means many things to many people, and indeed is radically different depending on the type of organization in which a CMO works. For CMOs in early, emerging and even mid-size life science companies, the role can be an isolated one, but with all the responsibility for driving the clinical development and CRO management while meeting the needs of investors and positioning for an appropriate exit. Chief Medical Officers are playing an increasingly larger role in raising funding for their life science companies.

Who Should Attend
The conference is designed specifically for CMOs, but certainly Heads of R&D, Clinical Operations / Development / Outsourcing, and Vice Presidents of Medical Affairs would also greatly benefit from attending the program. Clinical service providers and life science investors are encouraged to attend as conversations with CMOs are very much welcomed.

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ACRP, Wednesday Night, Nov. 6, 2013

Event: Annual Holiday Educational Event: Study Management Lessons Learned -Sponsor, CRO, Site Perspectives
Speaker: Krystyna Kowalczyk, Novella Clinical
Date and Time: Wednesday, Nov. 6, 2013, 6-9 pm
Location: Palo Alto VA, Palo Alto, CA
See details at member website a month prior to event at http://www.acrpnet.org/GetInfoFor/USChapters/NorthernCalifornia/FeaturedEvents.aspx.

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CACO Workshop, Thursday Afternoon, Dec. 5, 2013

Event: Cardiovascular, Hepatic and Renal Safety Evaluations in Drug Development
Panel: Philip Sager, Arie Regev (Eli Lilly), Laurie Tsuruda (BioMarin), Hong Wang (Genentech)
Date and Time: Thursday, Dec. 5, 2013, 12:45 -5:30 pm
Location: SF Bay Area: Foster City Crowne Plaza
For details watch online events list at http://www.caco-ca.org/aspx/chemist.aspx
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CACO Luncheon, Friday MidDay, Dec. 6, 2013

Topic: “Pharmacoeconomics: the Evolving Pharmaceutical Environment from the Managed Care Perspective”
Speaker: Elva Gao, PhD, MBA (Premara Blue Cross)
Date and Time: Friday, Dec.6, 2013, 11:00 am – 1:30 pm
Location: Foster City Crowne Plaza Hotel, Foster City, CA
See details and register at http://www.caco-ca.org/aspx/chemist.aspx
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CACO Luncheon, Friday Mid Day, Dec. 13, 2013

Topic: “Pharmacoeconomics: the Evolving Pharmaceutical Environment from the Managed Care Perspective”
Speaker: Elva Gao, PhD, MBA (Premara Blue Cross)
Date and Time: Friday, Dec. 13, 2013, 11:00 am – 1:30 pm
Location: Foster City Crowne Plaza Hotel, Foster City, CA

For details watch online events list at http://www.caco-ca.org/aspx/chemist.aspx
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PMWC, Monday and Tuesday, Jan. 27-28, 2014

Event: "Personalized Medicine World Congress"
Date and Time: Monday and Tuesday, Jan. 27-28, 2014
Location: Silicon Valley
Price:

Registration (through July 1)	Jul 1, 2013	$700.00
General Registration	Jan 24, 2014	$1,500.00

Additional $50 discount if you use my code AudreyErbes in registering prior to July 1.
Register at http://pmwc2014.eventbrite.com/#.

Event Description
Early registration for **PMWC 2014 Silicon Valley** on Janaury 27-28 is now open until July 1:
http://pmwc2014.eventbrite.com/#
Some of the confirmed speakers are coming from UnitedHealth, NIH, Aetna, Pfizer, Novartis...and of course, Lee Hood whos a session chair. For those of you who are repeat attendees, we'll continue to feature fresh perspectives about the hottest topics in the field.