June 4 - 5, 2012
Loews Philadelphia Hotel, Philadelphia, PA

Innovative Tissue-Based Diagnostics
Decoding Cancer & Other Maladies

KEYNOTE PRESENTATIONS BY:

Pathology Contributions to Pharma R&D: Enabling Key Intersections between Scientific Discovery and Tissue Diagnostics
John Lowe, M.D., Senior Director of Pathology, Genentech

Strategies for Routine, Large Scale Clinical Genotyping of Lung Cancers for Optimal Selection of Targeted Therapies
Marc Ladanyi, M.D., The William Ruane Chair in Molecular Oncology, Attending Pathologist, Molecular Diagnostics Service, and Member, Human Oncology and Pathogenesis Program, Memorial Sloan-Kettering Cancer Center

Endoscopic Microscopy: Bridging the Radiology-Pathology Divide
Guillermo Tearney, M.D., Ph.D., Professor of Pathology, Harvard Medical School; Associate Director, Wellman Center for Photomedicine, Massachusetts General Hospital

HIGHLIGHTS:
• Pathology in Cancer Drug Development
• Molecular Pathology as the Driving Force for Personalized Oncology
• Bridging Radiology-Pathology Divide

PRE-CONFERENCE SHORT COURSE:
Next-Generation Sequencing as a Diagnostics Platform
Monday morning, June 4

Register by April 27 and SAVE up to $250!

healthtech.com/TDX
Innovative Tissue-Based Diagnostics is designed to feature recent breakthroughs in the field of pathology such as testing for predictive cancer biomarkers, decoding cancer molecular profiles, next generation sequencing, circulating tumor cells, etc. The goal of the conference is to enhance knowledge and experience exchange among industry and research pathologists as well as other researchers working with human tissue. This meeting will highlight the new generation of tissue-based diagnostic technologies aimed primarily towards molecular diagnostics of cancer. In addition, a session dedicated to the fascinating field of in vivo pathology will be offered.
The pathway is now successfully used as a target of therapy in clear cell renal cell carcinoma and being evaluated in other urologic malignancies.

5:30 Welcome Reception with Exhibit & Poster Viewing

6:30 CLOSE OF DAY ONE

TUESDAY, JUNE 5

7:30 am Registration & Morning Coffee

MOLECULAR PATHOLOGY AS THE DRIVING FORCE FOR PERSONALIZED ONCOLOGY
Employing Existing Cancer Biomarkers and Questing for New Ones

8:15 Chairperson’s Opening Remarks

8:20 Genetically Informed Cancer Medicine
Cindy L. Vnenck-Jones, Ph.D., FACMG, Professor, Departments of Pathology and Pediatrics; Director, Molecular Diagnostics Lab, Vanderbilt University Medical Center

Long term survival for patients with metastatic cancer is often poor. Newly developed targeted therapy against mutant signaling proteins have demonstrated promising anti-tumor activity in a subset of patients whose tumors harbor specific alterations. Using a multidisciplinary team approach, we have developed and implemented tumor specific molecular profiling assays in the clinical molecular diagnostics lab to improve the clinical outcome of our patients. This service is facilitated by automated reporting in the electronic medical record and is associated with online decision support services for our clinicians.

8:50 BRAF Mutation Testing in Clinical Practice of Oncology
Pei Hui, M.D., Ph.D., Associate Professor, Pathology, Clinical Director, Molecular Diagnostic Laboratories, Department of Pathology, Yale University School of Medicine

High prevalence of BRAF mutation in melanoma, cancers of thyroid and colon, and hairy cell leukemia implies that the mutation is an important “driver” in the development of these malignancies. In addition to as a poor cancer prognostic indicator in general, BRAF mutation is a powerful diagnostic marker for thyroid cancer and hairy cell leukemia. Recent clinical trials of BRAF inhibitors are changing the treatment paradigm in patients with melanoma and other malignancies. Highly sensitive and specific BRAF mutation testing is essential for the current clinical practice of oncology.

9:20 Sponsored Presentation (Opportunity Available)

9:35 Refreshment Break with Exhibit & Poster Viewing

9:50 Layered IHC Tests to Predict Tumor Response to Targeted Therapies: Two Successful Studies
John Gillespie, M.D., Director, Medical Affairs, 20/20 GeneSystems, Inc.

LiHC permits the multiplex analysis of biomarkers in FFPE tissue sections. Analysis of biomarkers along the mTOR pathway using LiHC was performed on breast and kidney cancer samples from patients treated with HERCEPTIN® (trastuzumab) and TORISEL® (temsirolimus), respectively. Two sets of biomarkers correctly identified 96% of TORISEL® responders and 82% of HERCEPTIN® responders, a substantial improvement over other tests used in clinical practice. These studies demonstrate the extraordinary power of LiHC as a tool for personalized medicine.

10:05 The COXEN Principle: Translating in vitro Chemosensitivity Signatures into Tools for Clinical Outcome Prediction in Cancer
Dr. Jae Lee, Dir. & Assoc. Prof., Public Health Sciences, Univ. of Virginia

Substantial effort has been devoted to in vitro testing of candidate chemotherapeutic agents in cancer cell lines yet the yield from has been modest with only a handful of compounds entering clinical practice. Furthermore, identification of patients who will respond to various agents has been a challenge even when the target is known. We addressed these two challenges by developing the CO-eXpression ExtrapolatioN (COXEN) algorithm. This tool is a virtual “Rosetta Stone” that projects cell line drug sensitivity to human tumors and by virtue of this fact can be used for both drug discovery and patient selection for personalized therapy.

10:35 Next Generation Sequencing in Cancer: From Targeted Panels to Whole Exome
Madhuri Hegde, Ph.D., Emory University School of Medicine, Atlanta, GA

This presentation will focus on the new development in next generation sequencing and its impact on testing for cancer for germline and somatic mutations. A special focus will be on the data from Ion Torrent targeted sequencing approach in solid tumors and for genetic testing approaches to colorectal cancer.

11:05 Correlated Immunohistochemical and Cytological Assays for the Prediction of Hematogenous Dissemination of Breast Cancer
Maja Hrzenjak Oktay, M.D., Ph.D., Assistant Professor, Pathology, The L.G. Koss Division of Cytology, Department of Pathology, Montefiore Medical Center

Our ability to predict breast cancer metastasis is limited. This talk describes a new immunohistochemical approach for the assessment of metastatic risk based on the density of intravasation microenvironment sites called TMEM (Tumor MicroEnvironment of Metastasis). In addition, it describes an isoform assay for the actin regulatory protein Mena using FNA (fine needle aspiration) samples, and the details about how these two assays may be applied in clinical practice in a synergistic way to assess the risk of metastasis

12:05-1:15 pm Luncheon Presentation (Sponsorship Opportunity Available) or Lunch on Your Own

1:15 KEYNOTE PRESENTATION: Strategies for Routine, Large Scale Clinical Genotyping of Lung Cancers for Optimal Selection of Targeted Therapies
Marc Ladanyi, M.D., The William Ruane Chair in Molecular Oncology, Attending Pathologist, Molecular Diagnostics Service, and Member, Human Oncology and Pathogenesis Program, Memorial Sloan-Kettering Cancer Center
From Bench to Clinical Lab, the Challenges in Assay Development for the Clinical Setting

Stephen M. Hewitt, M.D., Ph.D., FCAP, Clinical Investigator, TARP/AMPL, LP, CCR, NCI, NIH

Despite the substantial number of publications touting new biomarkers, their clinical introduction has been limited. Many of these biomarkers never make it out of the research laboratory, and when they do, they face a number of hurdles. Central to these issues are assay verification, and validation within the context of total test environment.

**IN VIVO MICROSCOPY AND INTRAOPERATIVE IMAGING**

Bridging Radiology-Pathology Divide

1:45 From Bench to Clinical Lab, the Challenges in Assay Development for the Clinical Setting

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**IN VIVO MICROSCOPY AND INTRAOPERATIVE IMAGING**

Bridging Radiology-Pathology Divide

2:15-2:45 Refreshment Break with Exhibit & Poster Viewing

2:45 Chairperson's Opening Remarks

3:00 KEYNOTE PRESENTATION: Endoscopic Microscopy: Bridging the Radiology-Pathology Divide

Guillermo Tearney, M.D., Ph.D., Professor of Pathology, Harvard Medical School; Associate Director, Wellman Center for Photomedicine, Massachusetts General Hospital

Endoscopic microscopy is a new field where microscopic images are obtained from living patients. This capability opens up possibilities for obtaining histopathologic diagnoses from tissues that are difficult or unsafe to sample, screening entire organs for occult microscopic disease, and understanding disease mechanisms in vivo. In this talk, I will describe some endoscopic microscopy techniques developed, including optical coherence tomography (OCT), optical coherence microscopy (OCM), and confocal microscopy (CM) and will discuss how these methods can potentially impact patient care.

3:30 Rapid Cancer Detection by Topically Spraying an Activatable Fluorescent Probe during the Surgery and Endoscopy Procedures

Hisataka Kobayashi, M.D., Ph.D., Chief Scientist, Molecular Imaging Program, NCI, NIH

In this talk, we will discuss the potential of fluorescence-guidance during surgery or endoscopy that will strongly assist defining the tiny cancer or the clear border between cancer and normal tissue for successful sampling of biopsy specimen and total resection of cancer. Additionally, a newly developed activatable probe, which can be activated within a minute after hitting cancer cells (and is therefore a good spraying application) will be introduced.

4:00 Label-Free Structural and Molecular Optical Coherence Imaging for Intraoperative Guidance in Breast Cancer Surgery

Stephen A. Boppart, M.D., Ph.D., Bliss Professor of Engineering, Departments of Electrical and Computer Engineering, Bioengineering, and Medicine, Beckman Institute for Advanced Science and Technology, University of Illinois

Rapid label-free approaches for structural and molecular imaging and histopathology have been developed based on broadband coherence imaging. Optical Coherence Tomography (OCT) provides images of microstructure based on backscattered light, while Nonlinear Interferometric Vibrational Imaging (NIVI) provides molecular histopathology images from vibrational signatures generated by coherent anti-Stokes Raman scattering (CARS). These coherence imaging technologies offer real-time intraoperative feedback, an alternative to traditional post-operative histological staining, and the potential for future in vivo label-free molecular histopathology.

4:30 Feasibility of Confocal Fluorescence Microscopy for The Evaluation and Differentiation of Benign and Malignant Human Breast Tissue

Wei Tse Yang, M.D., Professor and Chief, Section of Breast Imaging Deputy Chairman, Department of Diagnostic Radiology The University of Texas, M.D. Anderson Cancer Center

5:00 Panel Discussion: Intra-Operative Optical Imaging and In Vivo Microscopy: Trends and Applications

5:30 END OF CONFERENCE

Co-located with:

Cambridge Healthtech Institute’s 11th Annual World Pharma Congress

June 5 - 7, 2012

Loews Philadelphia Hotel, Philadelphia, PA

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June 5 - 6

Predicting Drug-Induced Cardiotoxicity

Targeting Alzheimer's Disease

Predictive Pre-Clinical Models in Oncology

June 6 - 7

Tackling Drug-Induced Idiosyncratic Hepatotoxicity

Molecular Imaging in Drug Discovery and Development

Targeting Pain with Novel Therapeutics
Hotel & Travel Information

Conference Hotel:
Loews Philadelphia Hotel
1200 Market Street
Philadelphia, PA 19107
Phone: 215-627-1200

Discounted Room Rate: $209 s/d
Discounted Cut-off Date: May 8, 2012

Please visit our website to book your room online or call the hotel directly to reserve your sleeping accommodations. You will need to identify yourself as a Cambridge Healthtech Institute conference attendee to receive the discounted room rate with the host hotel. Reservations made after the cut-off date or after the group room block has been filled (whichever comes first) will be accepted on a space- and rate-availability basis. Rooms are limited, so please book early.

Flight Discounts:
Special discount rates have been established with American Airlines for this conference.
• Call American Airlines Directly at 800-433-1790 and use Conference code 7162AX.
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• Go to www.hertz.com to make your reservation and use our Hertz Convention Number(CV) 04KL0003
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Sponsorship and Exhibit Opportunities

CHI can customize a sponsorship package to meet your company’s needs and budget. We offer comprehensive packages that give your company exposure before, during and after the event. Sponsorship packages include a talk, exhibit space, conference registrations, branding, use of event mailing lists, and more.

Sponsored Presentations
Showcase your solutions to a guaranteed, highly-targeted audience. Package includes a 15 or 30-minute podium presentation within the scientific agenda, exhibit space, on-site branding and access to cooperative marketing efforts by CHI.

Breakfast & Luncheon Presentations
Opportunity includes a 30-minute podium presentation. Boxed lunches are delivered into the main session room, which guarantees audience attendance and participation. A limited number of presentations are available for sponsorship and they will sell out quickly. Sign on early to secure your talk!

Invitation-Only VIP Dinner/Hospitality Suite
Sponsors will hand-pick their top prospects from the conference pre-registration list for an evening of networking at the hotel or at a choice local venue. CHI will extend invitations and deliver prospects. Evening will be customized according to sponsor’s objectives (i.e. purely social, focus group, reception style or plated dinner, plated dinner with specific conversation focus).

CHI Lead Generation:
CHI can help you with lead generation throughout the year. Our internal database includes over 800,000 prospects in the life sciences. By leveraging the database and mining for your specific requirements, we can produce multiple custom projects which will deliver your prospective buyers: Web Symposia, Podcasts, White Papers, Custom Market Research Surveys and more!

Exhibit Information
Exhibitors will enjoy facilitated networking opportunities with qualified decision makers at Innovative Tissue-Based Diagnostics, making it the perfect platform to launch a new product, collect feedback and generate new leads. Exhibit space will sell out quickly, so reserve yours today!

Additional promotional and networking opportunities are available!
For sponsorship and exhibit information, please contact:
Joseph Vacca
Manager, Business Development
781-972-5431 | jvacca@healthtech.com

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### Innovative Tissue-Based Diagnostics

**Decoding Cancer & Other Maladies**

**Pricing and Registration Information**

#### CONFERENCE PRICING

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<th></th>
<th>Commercial</th>
<th>Academic, Government, Hospital-affiliated</th>
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<tr>
<td>Early Registration Discount until March 9, 2012</td>
<td>$1325</td>
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<tr>
<td>Advance Registration Discount until April 27, 2012</td>
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<td>Registrations after April 27, 2012, and on-site</td>
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#### SHORT COURSE PRICING

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<td>Next-Generation Sequencing as a Diagnostics Platform</td>
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<td>In Vivo Microscopy and Intraoperative Imaging</td>
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#### CONFERENCE DISCOUNTS

**Poster Submission**-Discount ($50 Off)
Poster abstracts are due by May 9, 2012. Once your registration has been fully processed, we will send an email containing a unique link allowing you to submit your poster abstract. If you do not receive your link within 5 business days, please contact jring@healthtech.com. * CHI reserves the right to publish your poster title and abstract in various marketing materials and products.

**REGISTER 3 - 4th IS FREE:** Individuals must register for the same conference or conference combination and submit completed registration form together for discount to apply.

Additional discounts are available for multiple attendees from the same organization. For more information on group rates contact David Cunningham at +1-781-972-5472

If you are unable to attend but would like to purchase the Innovative Tissue-Based Diagnostics CD for $350 (plus shipping), please visit healthtech.com/TDX. Massachusetts delivery will include sales tax.

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**How to Register:** healthtech.com/TDX
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Each registration includes all conference sessions, posters and exhibits, food functions, and access to the conference proceedings link.

**Handicapped Equal Access:** In accordance with the ADA, Cambridge Healthtech Institute is pleased to arrange special accommodations for attendees with special needs. All requests for such assistance must be submitted in writing to CHI at least 30 days prior to the start of the meeting.

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