

PMC Members to Receive *Personalized Medicine* Journal Subscription



The Personalized Medicine Coalition is pleased to announce a new partnership with *Personalized Medicine*. The peer-reviewed journal, published bi-monthly, addresses scientific, commercial, and policy issues in personalized medicine, and it includes news, views, and trends in the field.

Under the terms of the partnership, one nominated individual from each PMC member organization in 2008 will receive a print subscription to the journal. In addition, *Personalized Medicine* will also publish news from the PMC, including its policy positions and proposals designed to advance the field. “The agreement with this leading, international journal,” said Edward Abrahams, Executive Director of the PMC, “represents a milestone for the PMC. It will amplify our voice and give us worldwide exposure, enabling the PMC to reach new and wider audiences across constituencies.”

Elisa Manzotti, Editorial Director of *Personalized Medicine* noted, “We are delighted to build upon the close working relationship we have enjoyed with the PMC so that the journal reaches the widest possible audience within the healthcare and health policy communities.” She noted that *Personalized Medicine* has published many articles by PMC members who are also represented on the journal’s editorial board.

Gualberto Ruaño, President and CEO of **Genomas**, a PMC Board member, and one of the senior editors of *Personalized Medicine*, added that he was especially pleased by the new partnership, which, he said, “anticipates not only the synergistic growth of the two organizations but also that of personalized medicine.” ■

New PMC Clinical Science Committee Announced



Dr. Eng will head the PMC’s restructured Clinical Science Committee.

The PMC is pleased to announce the re-organization of its Clinical Science Committee. Charis Eng, M.D., Ph.D., FACP, Chair and Founding Director of the Cleveland Clinic Genomic Medicine Institute, will assume the position of Chair. The first meeting will be on May 1st, from 10:00 a.m. to 12:00 p.m., at the PMC offices in Washington, D.C.

Dr. Eng, who has published over 280 peer-reviewed studies in clinical cancer genetics and cancer genomic medicine, is Professor and Vice Chairman of the Department of Genetics at Case Western

Reserve University and holds joint appointments as Professor of Molecular Medicine at the Cleveland Clinic Lerner College of Medicine and its Taussig Cancer Institute. She is also a practicing genomic medicine physician. The recipient of numerous awards, she is Senior Editor of *Cancer Research* and Associate Editor of both the *Journal of Clinical Endocrinology and Metabolism* and of the *American Journal of Human Genetics*. She serves on the boards of the **American Society of Human Genetics** and the **National Human Genome Research Institute**.

In accepting this role with the PMC, Dr. Eng noted that much work remains to advance personalized medicine. High on the Committee’s agenda, she said, would be to:

- Develop new pathways to demonstrate clinical utility for personalized medicine products (in the broadest sense) in addition to the expensive controlled randomized clinical trial;

- Update the PMC’s *The Case for Personalized Medicine*, especially its survey of personalized medicine, drugs, treatments, diagnostics, and risk assessment;
- Spotlight the peer-reviewed research of the PMC member institutions; and
- Identify successes and bottlenecks in personalized approaches to medicine by opening dialogues with research institutions and clinical societies.

The Clinical Science Committee, which is open to all PMC members, was created to evaluate the emerging applications of science and technology in personalized medicine. It serves as an advisory resource for the PMC, and it helps guide policies and statements by the organization in its effort to advance personalized medicine in the public sphere. The Committee also oversees material published on the PMC’s websites and in its other publications. It will be staffed by Jerry Goldsmith, who is retiring from his position as Vice President for Marketing Programs at **AACC (American Association for Clinical Chemistry)**.

Wayne Rosenkrans, Jr., Ph.D., President and Chairman of the PMC, and Scientific and Medical Strategy Director for External Scientific Affairs at **AstraZeneca Pharmaceuticals**, said that he “looked forward to the leadership that Dr. Eng would provide to help unify and direct critical work across the United States and the world in personalized medicine,” and he urged each PMC member institution to nominate someone to participate on the Committee before the first meeting on May 1st.

Please send those nominations to rsmith@personalizedmedicinecoalition.org ■