

Dr. Ralph Snyderman, Chancellor Emeritus, Duke University, and Founder and Chairman of Proventys, Inc., Receives 2007 Leadership in Personalized Medicine Award- Award presented November 29 at Harvard personalized medicine conference

-BOSTON, Nov. 29 /PRNewswire/ -- Ralph Snyderman, M.D., Chancellor Emeritus at Duke University and Founder and Chairman of Proventys, Inc., receives the 2007 Leadership in Personalized Medicine Award today from the Personalized Medicine Coalition (PMC) for his efforts in advancing predictive and targeted therapies on a national scale.

The annual PMC award recognizes the contributions of a visionary individual whose actions in science, business, or policy have advanced the frontier of personalized medicine. Dr. Snyderman accepts the award today at 12:15 p.m. at the Harvard Medical School - Partners Healthcare Center for Genetics and Genomics (HPCGG) and Harvard Business School conference, Personalized Medicine: A Call for Action, in Boston, MA. (<http://www.hpcgg.org/PM/2007/index.jsp>)

"The PMC Leadership in Personalized Medicine Award publicly recognizes those individuals who support and contribute to the innovative and deeply collaborative nature of personalized medicine," said Mara G. Aspinall, President of Genzyme Genetics, Vice Chair of the PMC, and Chair of the committee that selected Dr. Snyderman. "Dr. Snyderman has helped advance the frontier of personalized medicine across a broad front, including clinical care, business, and as an outspoken supporter of the new paradigm."

Personalized medicine is the use of molecular analysis to better manage a patient's disease or predisposition to disease in order to achieve optimal clinical outcomes by helping physicians and patients choose the approaches best suited to the patient's genetic and environmental profile. Dr. Snyderman was appointed as a Howard Hughes Medical Investigator, assistant professor of medicine and immunology, and Chief of Rheumatology at the Durham Veteran's

Administration at Duke University Medical Center in 1972. Since the beginning of his career, he has recognized the important role that emerging technologies play in the advancement of medicine. His dual focus on both the intricate biological relations between the human body and disease pathogens, and the centrality of technology in driving the future of healthcare led Dr. Snyderman to actively advocate for an interrelated and integrated healthcare system. Dr. Snyderman left Duke in 1987 to join Genentech, Inc., as Vice-President, later becoming Senior Vice President. While at Genentech, he led the development and licensing of several novel therapeutics and supervised 300 staff members working in pharmacology, clinical research, and regulatory affairs. The monoclonal antibody that is now marketed as Herceptin was put into preclinical development under Dr. Snyderman's leadership as Sr. V.P., Medical Research and Development at Genentech.

As the Chancellor of Health Affairs at Duke from 1989 to 2004, Dr. Snyderman drew on his experience in biotechnology and healthcare delivery to conceive, pioneer, and implement a comprehensive healthcare approach based on the concept of "Prospective Health Care." The foundation of this healthcare approach is strategic, personalized, and predictive health planning, rather than reactive treatment. As a successful and integral part of the Duke Health System for six years, "Duke Prospective Health" uses technology to provide individualized and integrated healthcare for patients. This approach, led by Snyderman, has made the Duke Health System one of the leading academic health systems in the United States and has firmly placed it at the leading edge of personalized medicine.

In addition to his pioneering work at Duke, Dr. Snyderman has worked continually to put personalized medicine on the national agenda by developing concepts for its implementation and by convening key leaders of the major stakeholders in healthcare -- payers, legislators, patients, physicians, economists -- and engaging

them in a dialogue about this new trend in medicine. Snyderman also made individualized healthcare a focus of his tenure as both the Chairman of the Association of American Medical Colleges' (AAMC) Council of Deans (1999 - 2000) and Chair of the AAMC (2000 - 2001), understanding the importance of educating new physicians and other healthcare professionals about personalized medicine.

Today, Dr. Snyderman continues to develop and advance his concept of prospective healthcare. After stepping down as Chancellor for Health Affairs at Duke, he founded the Center for Research on Prospective Health Care (CRPHC). In addition, Snyderman is the Founder and Chairman of Proventys, Inc., a company providing physicians and researchers with clinical decision support systems that integrate data from advanced clinical databases to develop personalized risk assessment tools.

"Dr. Ralph Snyderman has been a driving force for personalized medicine nationally," said Geoffrey S. Ginsburg, M.D., Ph.D., Director of the Center for Genomic Medicine, Institute for Genome Sciences & Policy, Duke University, and a PMC Board Member. "As a leader of one of the largest academic health systems in the United States, he has been a strong and consistent voice to improve the fundamental basis of healthcare delivery and to promote personalized medicine." Edward Abrahams, Ph.D., Executive Director of the PMC stated when announcing the award at the conference, "The PMC recognizes the impact personalized medicine will have on the healthcare system, works to overcome the obstacles that may prevent its implementation, and develops strategies for its widespread adoption. We applaud the innovative and influential work of those pioneers, such as Dr. Snyderman, as well as previous awardees Dr. Janet Woodcock, Deputy Director and Chief Medical Officer of the FDA, and Dr. Elizabeth G. Nobel, Director of the National Heart, Lung, and Blood Institute (NHLBI) at the National Institutes of Health, who are also dedicated to moving this effort forward."

About the Personalized Medicine Coalition

The Personalized Medicine Coalition (PMC), representing a broad spectrum of academic, industrial, patient, provider, and payer communities, seeks to advance the understanding and adoption of personalized medicine concepts and products for the benefit of patients. For more information on the Personalized Medicine Coalition, please visit www.PersonalizedMedicineCoalition.org.

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