

Translational Oncology: How Far Have We Come & Where Do We Need to Go Next?

Moderator: Jeff Bockman, PhD, Vice President, Defined Health

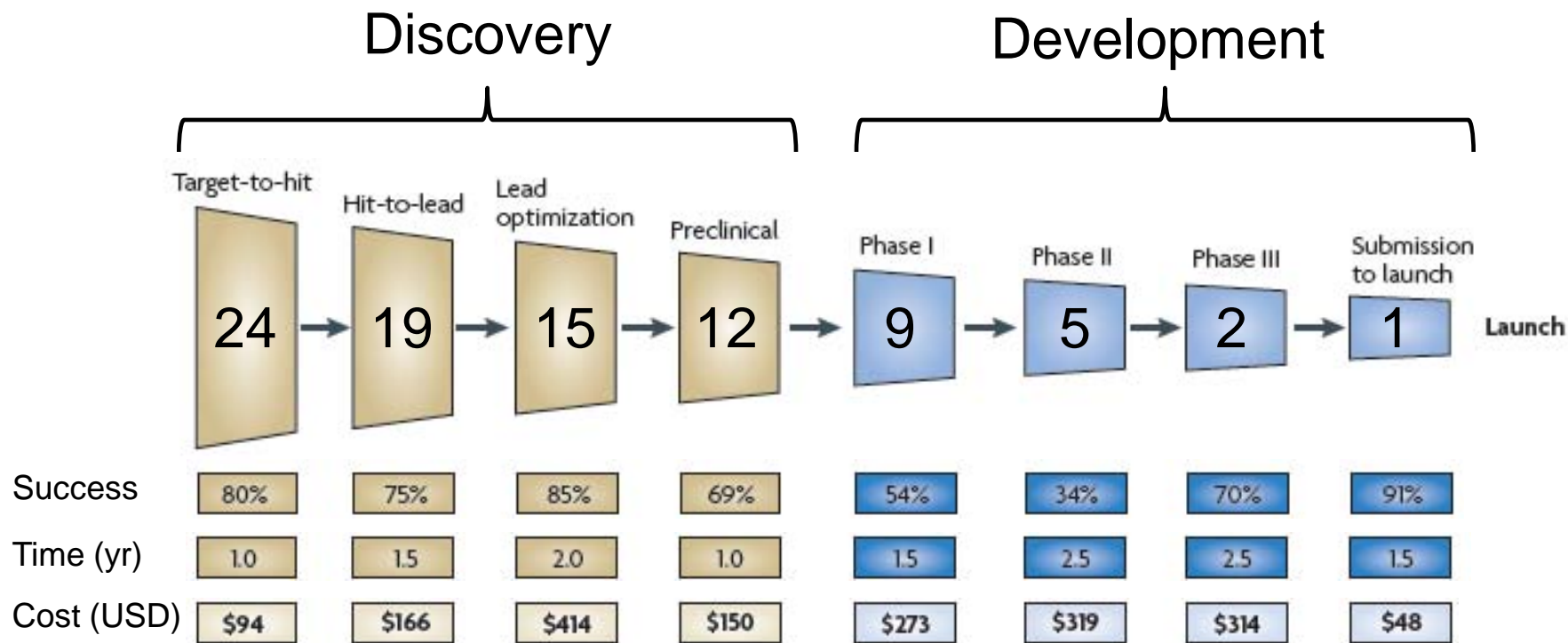
Panelists:

- Chris H. Takimoto, MD, PhD, Vice President, Translational Medicine Early Development, Oncology Therapeutic Area, Janssen
- Greg Plowman, MD, PhD VP Oncology Research, Eli Lilly
- Pamela Carroll, PhD, Vice President, Oncology, Innovation Center, Janssen
- Dirk Jan Reitsma, MD, Vice President, Global Product Development Head, Oncology, PPD

The logo features the words "CANCER" and "PROGRESS" in a bold, black, sans-serif font. "CANCER" is positioned above "PROGRESS". Below "PROGRESS" is the tagline "by Defined Health" in a smaller, italicized, black font. The entire text is overlaid on a large, light blue, tilted oval shape that serves as a background for the logo.

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The Drug Discovery & Development Funnel

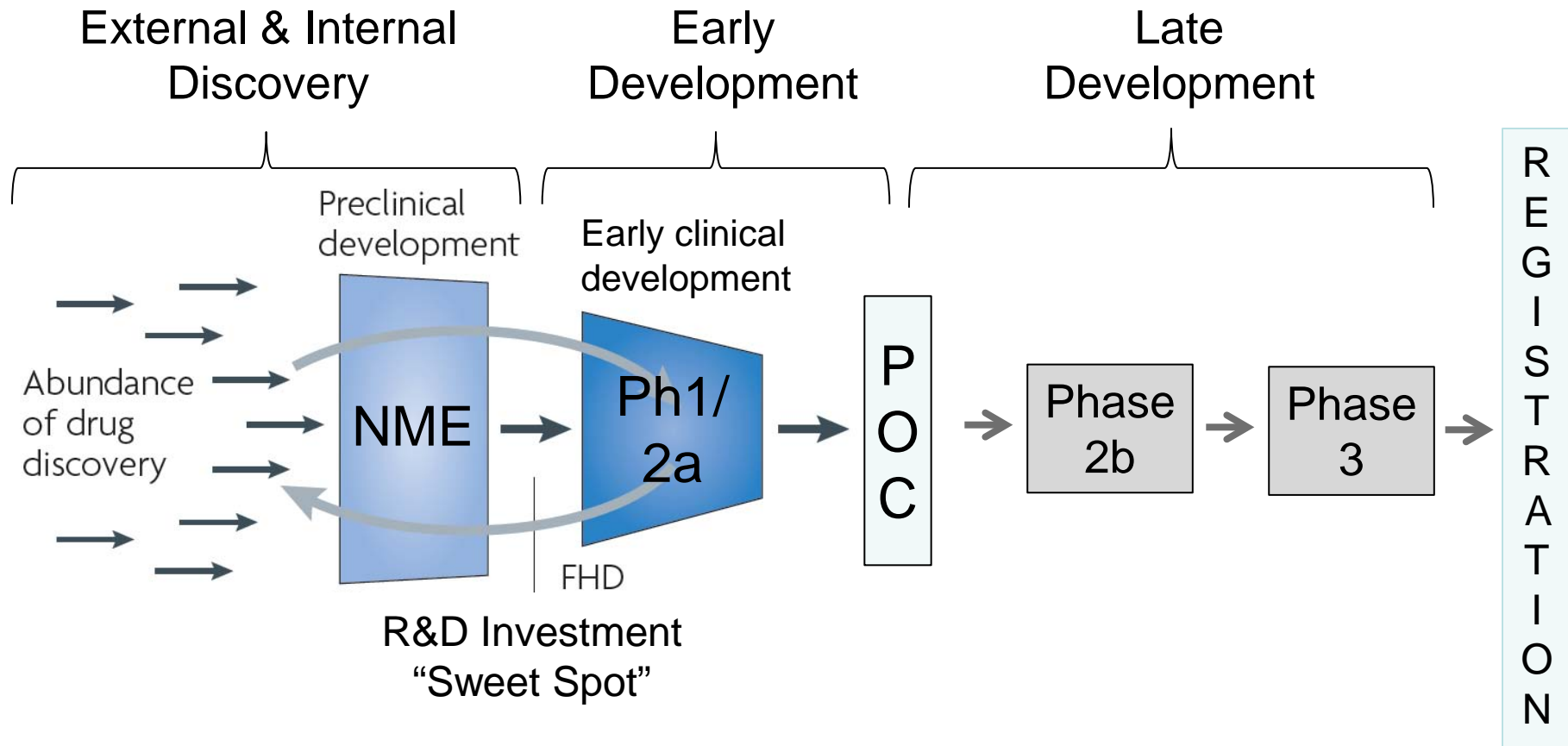


(Data from Pharmaceutical Benchmarking Forum)

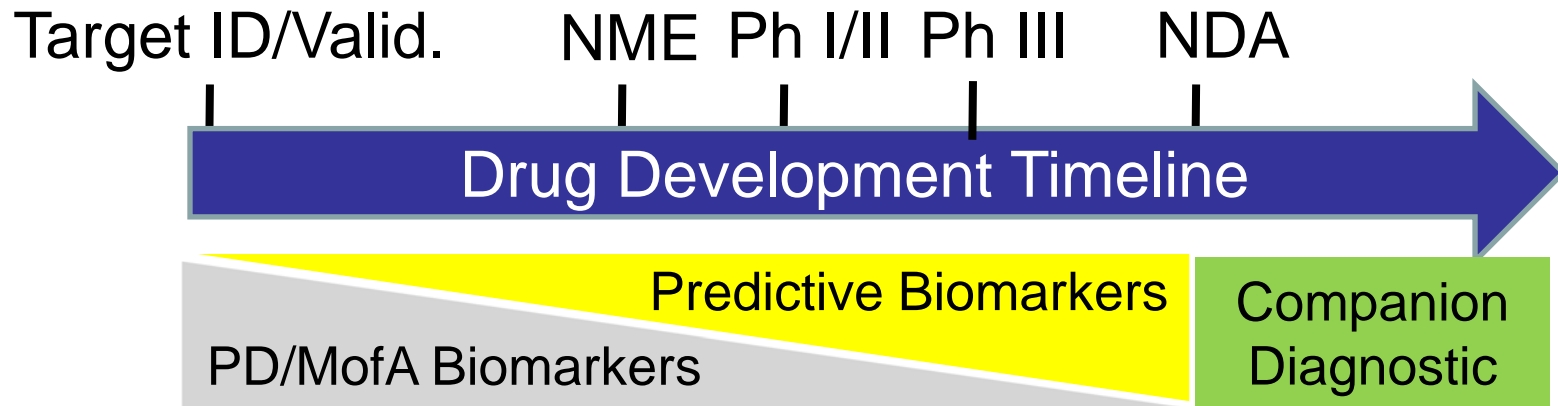
Nine compounds = 1 launch
 Success rate = 11%
 Time = 8 years
 Cost = \$954 million per launch

-- Paul et al, Nature Rev Drug Discov 2010

A Blueprint for an Oncology Drug Development Organization



Translational Research Timelines



- **Pharmacodynamic/Mechanism of Action Biomarkers**
 - Biomarkers that inform about a drug's pharmacodynamic actions
 - What is the drug doing in the patient and/or tumor?
- **Predictive Biomarkers**
 - Optimize patient selection by selecting subpopulations for treatment
 - Who should or should not get this drug?
 - Basis for stratified/personalized medicine strategies

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