

# Welcome to Personalized Medicine 501

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- Required Reading

- *Managing Drugs on the Forefront of Personalized Medicine: The Erbitux and Vectibix Story*
- *The Explosion of Genetic Testing: Opportunities and Challenges*

- Class Objectives

- Deepen your understanding of Personalized Medicine in Clinical Practice Today
- Debate the impact of PM and genetic testing on the future delivery of health care

# Timing for our Large Class Today

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- 1:05 pm      Erbitux and Vectibix case
- 1:50 pm      Explosion of Genetic Testing case

# Guest Commenters

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- The Erbitux and Vectibix Story
  - Alison Ayers - Pfizer
  - Stephen Eck - Eli Lilly
- Explosion of Genetic Testing
  - Ryan Phelan – DNA Direct
  - Per Lofberg – Generation Health
  - Tim Thompson - Proventys

# 3 Rules for our Large Class Today

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- Participate
- Short and To The Point Comments
- Stay on Topic