

Transforming Pathology: Information as a disruptive technology

Personalized medicine is about using the new tools that will enable pathologists to:

- **Generate new information**
- **Access and integrate relevant data**
- **Provide better diagnosis and therapy decisions for improved patient care**

Key components to this are:

- **Biomarkers**
- **Digital imaging**
- **Information systems**
- **More effective methods of communicating with our clinical partners and patients**

Advent of biomarkers, their correct interpretation, and the integration of data from disparate information systems is essential to getting the right treatment to the right patient at the right time.

■ Biomarkers are expanding the role of pathologists by providing more directive information on diagnosis, predictive factors, prognoses, and therapy guidance. These tools are also bridging the artificial divide between clinical and anatomic pathology and radiology.

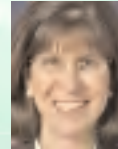
■ Data mining' use to focus largely on data from numerous patients aggregated from identification of trends and patterns. Today, data mining is also part of sifting through volumes of information now available about one patient for determining what is relevant and how it may impact diagnosis, prognosis, and therapy. As chief diagnostician, pathologist access to patient data and diagnostic information generated throughout the healthcare process is essential to improving the quality and cost effectiveness of the care provided.

Learn how these new tools are being integrated into practice and what's on the horizon.

The 2009 Futurescape of Pathology Conference Series III will focus on this and more! Join us for this provocative discussion as we explore:

- Biomarkers – their role in diagnosis and therapy
- Communicating and using data
- Information technology as a disruptive influence
- Blasting integration barriers

This year's program will feature renowned keynote presenters:



■ **Mara Aspinall**

Senior Advisor, Genzyme Corporation
Past President, Genzyme Genetics, Cambridge, MA



■ **Jason Hwang, MD**

Professor, Harvard Business School
Director of the Harvard/Kennedy School Health Care Delivery Policy Program
Innosight, Watertown, MA

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