

MEDIA ADVISORY
THE EWING MARION KAUFFMAN FOUNDATION

**‘Personalized Health Manifesto’ to be Issued at
Translational Medicine Alliance Forum on October 13**

*‘Call to Arms and Action Plan for New Age of Health Care’
Endorsed by Top Medical and Policy Experts*

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(WASHINGTON) Oct. 6, 2010 – Next Wednesday, to kick off the Translational Medicine Alliance Forum, renowned journalist and best-selling author David Ewing Duncan will release the “Personalized Health Manifesto: An old-fashioned call to arms and action plan for a new age of health care.” The manifesto, funded by the Ewing Marion Kauffman Foundation, takes direct aim at the challenges of integrating and implementing personalized health care in the United States.

Duncan’s “action plan” aims to set a new direction for health care—one that emphasizes prediction, prevention, individualized care, and healthy wellness to ensure that the best medicines make it to the marketplace and optimize patient care. By placing emphasis on the whole human organism, the manifesto challenges the prevailing use of drugs and protocols to target populations and averages rather than individuals. It further outlines the necessary groundwork for speeding up the process of moving from research to new drugs and other products and treatments by introducing more effective models that will ultimately improve health and reduce health care costs.

The manifesto was prepared with the participation of life science leaders representing medicine, business, government, patients, law and the media, and is released with their endorsement and that of numerous others, many of whom will convene at the Translational Medicine Alliance Forum <<http://sites.kauffman.org/tmaf/>> (TMAF), taking place on Oct. 13-14 at the Mandarin Oriental in Washington. The Manifesto organizers hope to acquire the endorsement of at least 500 life science leaders by the end of the year.

At the TMAF, leaders from academia, government agencies and pharmaceutical, biotechnology and venture industries will gather to spark conversations and connections that will help to reconcile the short-term, earnings-driven requirements of today’s medical

marketplace with the risky, capital intensive, decade-long process usually required to bring transformative medical ideas to fruition.

Individuals may register for the Forum by clicking here

<<http://www.regonline.com/Register/Checkin.aspx?EventID=874230>> or read more about it at www.translationalmedicinealliance.org <<http://sites.kauffman.org/tmaf/>> . **To request an interview with David Ewing Duncan or an advance copy of the manifesto please, contact Martin Maisonpierre, (212)-704-8111, Martin.Maisonpierre@edelman.com** <<mailto:Martin.Maisonpierre@edelman.com>> .

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