

#### AACR (Philadelphia, Pa.)

**Tyler Jacks, PhD**, Director of the David H. Koch Institute for Integrative Cancer Research, was inaugurated as President for the 2009-2010 term at the American Association for Cancer Research (AACR) 100th Annual Meeting in Denver, Colo. He succeeds **Raymond N. DuBois, MD**, Provost and Executive Vice President for Academic Affairs at The University of Texas M. D. Anderson Cancer Center, who became Past President. **Elizabeth H. Blackburn, PhD**, the Morris Herzstein Professor of Biology and Physiology at the University of California, San Francisco was also sworn in as President-Elect.

#### ABRAXIS BIOSCIENCE Inc. (Los Angeles, Calif.)

**Leon (Lonnie) O. Moulder, Jr.**, was appointed Vice Chairman, President and Chief Executive Officer (CEO). **Patrick Soon-Shiong, MD**, who held the positions of Chairman and CEO of Abraxis BioScience since founding the company, assumed the role of Executive Chairman and CEO of Abraxis Health, a personalized healthcare company. **Marty J. Duvall** joined the management team as Senior Vice President, Global Marketing and International Commercial Operations. He and his team will be responsible for expanding the Abraxane® brand franchise.

#### ACORN CRO (Memphis, Tenn.)

The oncology-focused contract research organization (CRO) added **Kristie H. Lively, RN, BSN**, to its senior management team as Vice President. She will oversee all aspects of ACORN CRO's operations and services.

#### AGIOS PHARMACEUTICALS (Cambridge, Mass.)

The privately held company, appointed **David Schenkein, MD**, as CEO. He will join the company in August; **Duncan Higgons** joined as Chief Operating Officer (COO) in May. Higgons most recently served as COO, President and interim CEO at Archemix Corp. **Kevin Starr**, a partner in venture capital firm Third Rock Ventures, is currently serving as interim CEO.

#### ASCO (Alexandria, Va.)

The American Society of Clinical Oncology (ASCO) launched the Quality Oncology Practice Initiative (QOPI®) Certification Program, which will certify oncology practices that achieve rigorous standards for high-quality cancer care. The QOPI Certification Program will be available to all practices that meet specific criteria. **Richard Pazdur, MD**, a noted oncologist and Director of the FDA's Office of Oncology Drug Products, was presented with an ASCO Special Recognition Award at the 2009 Annual Meeting in Orlando, Fla., for his achievements in cancer drug development.

#### BIOTECH ACQUISITION DEALS

**Sanofi-aventis SA** agreed to pay up to \$500 million for BiPar Sciences, Inc. in order to gain the tiny biotech's promising PARP inhibitor. The furthest advanced in a newly-emerging class of drugs that block a cell enzyme called PARP, BiPar's BSI-201 was a clinical hit at ASCO when a study showed that it prolonged survival by 60% in women with tough-to-treat triple-negative metastatic breast cancer compared with chemotherapy alone.

Healthcare giant **Johnson & Johnson (J&J)** announced an \$894 million deal to buy Cougar Biotechnology for its experimental prostate cancer treatment, abiraterone, which is in late-stage trials. The director of J&J's cancer research, Dr. William Hait, recently told analysts at an all-day briefing on the company's pharmaceutical business that J&J's goal is to become a leader in cancer therapy within the next five years.

#### BSD MEDICAL Corp. (Salt Lake City, Utah)

The company, which develops systems used to deliver hyperthermia therapy for the treatment of cancer, appointed Steven Smith as its new Vice President of Marketing and Business Development.

#### CANARY FOUNDATION (Palo Alto, Calif.)

The Foundation, a nonprofit organization that funds research in early cancer detection, and Stanford University

School of Medicine announced their commitment of \$20 million to create the **Canary Center at Stanford for Cancer Early Detection**. The world-class research center will be the first in the world to integrate research on both in vivo and in vitro diagnostics to deliver blood and complementary imaging tests for solid tumor cancers. The new center, which will be located in Palo Alto, will be led by **Sanjiv Sam Gambhir, MD, PhD**, Director of the Molecular Imaging Program at Stanford and a member of the Stanford Cancer Center.

#### **FOX CHASE CANCER CENTER (Philadelphia, Pa.)**

The cancer center launched the Institute for Personalized Medicine, a program that will aim to match emerging targeted drug therapies to the unique genetic profiles of individual patient tumors on a much larger scale than previously possible. The Institute will leverage Fox Chase's expertise in cancer genetics and in conducting Phase 1 clinical trials in particular, along with its comprehensive tumor bank resources, to accelerate its goal of achieving more effective outcomes for patients based on their unique genetic profiles.

#### **GENOMIC HEALTH Inc. (Redwood City, Calif.)**

The company announced that it had achieved a milestone—its Oncotype DX® breast cancer test has reached more than 100,000 patients since it became available in 2004. Oncotype DX is the first and only gene expression test clinically validated to predict the likelihood of a patient's benefit from chemotherapy, as well as risk of disease recurrence.

#### **GERON Corp. (Menlo Park, Calif.)**

**Stephen Kelsey, MD**, was named Executive Vice President and Chief Medical Officer (CMO), Oncology, and **Hassan Movahhed** was named Vice President of Clinical Operations, Oncology. Dr. Kelsey joins Geron from Genentech, Inc., where he was Vice President, Clinical Hematology/Oncology. Movahhed was most recently at Elan Biopharmaceuticals, Inc., where he was Vice President and head of global clinical operations.

#### **GTX Inc. (Memphis, Tenn.)**

GTX is poised to hire 65 sales reps to promote toremifene (80 mg), which prevents bone fractures in men with prostate cancer, should the company receive an FDA approval on October 30. CEO **Mitchell Steiner** said that GTX might roll out its own team or contract through a co-promotion. **Michael K. Brawer, MD**, a urologist and a founder of the Northwest Prostate Institute,

was appointed Executive Director of Medical Affairs and Clinical Development.

#### **INTRINSIQ LLC (Waltham, Mass.)**

The company appointed a new executive team and promoted **Jeff Forrester** to President. Other appointments included **Rich Gray** as Division General Manager of the IntelliDose® clinical software division, **Mike Raquet** as Division General Manager of the pharmaceutical data division, **Steve Hamann** as Vice President of Technology and **Rob Weisman** as Director of Finance.

#### **KERYX BIOPHARMACEUTICALS Inc. (New York, N.Y.)**

**Ron Bentsur** was appointed CEO and joined the Board of Directors. Bentsur was most recently XTL Biopharmaceuticals' CEO. He had served as Chief Financial Officer (CFO) at Keryx prior to XTL. Bentsur took over for **Michael P. Tarnok**, who had only been interim CEO since April. Tarnok replaced **Michael Weiss** after his abrupt departure as CEO.

#### **THE LEUKEMIA & LYMPHOMA SOCIETY (White Plains, N.Y.)**

Celgene Corp. and Millennium: The Takeda Oncology Company stepped up to help blood cancer patients access care in their time of need with significant leadership gifts for The Leukemia & Lymphoma Society's (LLS) Patient Financial Aid program. The LLS program, which the Society projects will have more than 21,000 patients enrolled this year, provides financial assistance to patients seeking medical treatment for everything from travel expenses to routine care costs for those wishing to participate in clinical trials.

#### **MOLECULAR INSIGHT PHARMACEUTICALS Inc. (Cambridge, Mass.)**

Co-founder **John W. Babich, PhD**, gave up his roles as President and Chief Executive. **Daniel L. Peters**, who had been President and CEO of GE Healthcare's medical diagnostics business, succeeds him and also joins the Board of Directors. Babich will continue to serve as Chief Scientific Officer and as a member of the company's Board. He also takes on the role of President of Research and Development.

#### **PEDIATRIC CANCER FOUNDATION (Tampa, Fla.)**

**Nancy Crane** was appointed Executive Director of the national nonprofit organization, which aims to fund research to eliminate childhood cancer. Crane was previously Executive Director of the Tampa Bay Lightning Foundation. **cont. on pg 32 >>**

# TUMOR TICKER™ IS NOW ONLINE!

ONCOLOGY BUSINESS REVIEW  
news perspective catalyst

Major Players: Market Cap > \$100M Sorted descending by Market Cap

TICKER	SYMBOL	BID	LAST	CHANGE	% CHANGE
PFE	PFE	\$31.25	\$33.84	+8.3%	+26.2%
ABBV	ABBV	\$66.00	\$27.79	-2.1%	-3.6%
AMGN	AMGN	\$77.00	\$22.02	-0.2%	-0.9%
BIIB	BIIB	\$53.75	\$20.70	0.0%	+0.5%
REGN	REGN	\$44.00	\$41.63	-0.4%	-1.1%
VRTX	VRTX	\$67.75	\$42.39	+0.1%	+0.3%
MRK	MRK	\$32.00	\$22.07	-0.2%	-0.9%
CELG	CELG	\$22.00	\$24.24	-0.2%	-0.7%
AMYX	AMYX	\$22.00	\$40.38	-0.2%	-0.5%
MRNA	MRNA	\$77.00	\$41.94	-0.2%	-0.5%
CRMR	CRMR	\$7.00	\$22.00	-0.1%	-0.5%
LLY	LLY	\$66.00	\$33.40	+0.4%	+1.4%
CELG	CELG	\$22.00	\$20.00	-0.2%	-1.0%
BIIB	BIIB	\$53.75	\$22.40	-0.2%	-0.9%
REGN	REGN	\$44.00	\$22.02	-0.2%	-0.9%
VRTX	VRTX	\$67.75	\$44.00	-0.2%	-0.5%
MRK	MRK	\$32.00	\$22.04	-0.2%	-0.9%
AMYX	AMYX	\$22.00	\$22.04	-0.2%	-0.9%
MRNA	MRNA	\$77.00	\$22.00	-0.2%	-0.9%
CRMR	CRMR	\$7.00	\$22.00	-0.2%	-0.9%

View streaming stock quotes and company profiles of over 150 public and private oncology-focused companies.

DON'T MISS THE DAILY TOP 5 WINNERS AND LOSERS.

VISIT THIS VALUABLE INFORMATION RESOURCE AT @ ONCBIZ.COM

## PERLEGEN SCIENCES Inc. (Mountain View, Calif.)

In anticipation of the launch of its lead product, MammaPLUS™, a breast cancer risk stratifier, in late 2009, Perlegen added two new hires: **Susan Billat** was named the new Director of Product Marketing, while **Fran Strauss** was named the new Director of Managed Care. Billat joined Perlegen from Monogram Biosciences, where she was Senior Product Manager for Oncology and Virology and launched the HERmark™ Breast Cancer Assay. Strauss's background includes women's health and managed care.

## ROCHE HOLDING AG (Basel, Switzerland)

One of Genentech top executives, **Susan Desmond-Hellmann, MD**, who was going to serve as an advisor to Genentech after its Roche merger, accepted the top job as Chancellor at the University of California, San Francisco instead.

## SUPERGEN Inc. (Dublin, Calif.)

**Gregory Berk, MD, CMO**, left the company; **Michael D. Young, MD, PhD**, a member of the Board of Directors and Chairman and Chief Scientific Officer of Strategic Healthcare Development, LLC, will serve as SuperGen's interim Chief Medical Advisor. A global search for a new CMO has been initiated.

## US ONCOLOGY (Houston, Tex.)

The cancer treatment and research network launched iKnowMed™, an oncology-specific electronic health record (EHR) system designed by oncologists for oncologists, to the open market.

## VANDERBILT-INGRAM CANCER CENTER (Nashville, Tenn.)

**Dennis Hallahan, MD**, Chair of the Department of Radiation Oncology at Vanderbilt, accepted a new position as Chair of Radiation Oncology at Washington University in St. Louis, effective in September. Dr. Hallahan is credited with developing Vanderbilt's fledgling radiation oncology program into one of the top 10 programs nationwide.

## ZYMOGENETICS Inc. (Seattle, Wash.)

**Eleanor L. Ramos, MD**, was appointed Senior Vice President and CMO to replace **Dr. Nicole Onetto**, ZymoGenetic's former CMO. Dr. Onetto resigned on June 5, shortly after the company announced it would lay off 161 employees. Dr. Ramos had been Vice President, Clinical Development, at the company before being named its CMO. **NJC**

# Managed care contracting CAN DRIVE YOU BANANAS.



Improve your ability to negotiate with payers. Increase your control over clinical and operational decisions. The **KnowledgeDriven Performance System** offers the solution. Developed by ION and Oncology Supply, the system consolidates data from across your practice to create a comprehensive view of your care delivery. It provides analysis on everything from drug administration and patterns of care to pathway and protocol compliance. It equips you with the information you need to standardize therapy and enhance payer relations—ending the monkey business once and for all.