



THE C.V. STARR PROGRAM IN
**Commerce, Organizations
and Entrepreneurship**

**COE Lecture Series—April 22, 2009, 1:00pm
Wilson 101**

Reconfiguring Healthcare to Realize the Promise of Personalized Medicine: *A view from the trenches*

This presentation will focus on how new scientific developments in molecular medicine and technology will require major changes in the healthcare system in order to become a reality for patients. We will begin with a brief review of these developments as they relate to cancer research and treatment to set the stage for a discussion on the necessary changes that will be required at many levels in the healthcare delivery system:

- The system changes needed to access molecular information from patients and the population
- Legal barriers for the implementation of molecular medicine/personalized healthcare
- Clinical process changes for patient management and treatment
- Health policy and financing implications

The challenge of aligning the goals of personalized healthcare with the structure and organization of our current health system will be described and some examples of approaches will be presented including a new initiative of the National Cancer Institute – the NCI Community Cancer Centers Program. Implications of these challenges will be considered against the emerging national health policies of the new Administration.



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About Donna O'Brien:

Ms. O'Brien is a senior healthcare leader and consultant with experience driving organizational change, building organizational and program infrastructure, and managing healthcare organizations. She has national experience in health policy and program development, having engaged strategic planning and consensus building for numerous national programs in the public (National Cancer Institute) and private sectors (MD Anderson Cancer Center, Catholic Charities, Ascension Health, etc.). She is a member of numerous professional boards, boards of directors, and commissions.