



Discovery to Delivery

F R I E N D S O F C A N C E R R E S E A R C H

ANNUAL REPORT 2008



Message from the Chair and President

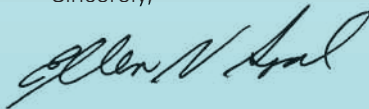
Two thousand eight was a year of great excitement, significant turmoil, and unprecedented history. During these moments, it is sometimes easy to lose focus of goals that have long been set. These are trying times for our country, but amidst economic challenges, funding for life-saving research cannot be overlooked.

We have undoubtedly made great strides in cancer research, treatment, and prevention this year, demonstrated by the second straight year with a decline in cancer deaths. However, significant challenges lie ahead. It is so important that we continue the fight for patients and the advancement of life-saving research that Friends started over a decade ago.

In 2008, Friends of Cancer Research continued its dedication to community outreach and education through our ongoing town hall series. We were fortunate enough to partner with Howard University, the Avon Foundation, the National Cancer Institute, and the University of Louisville this year. The successes of these forums further underscore the public's desire for information on the latest advances in cancer research. In 2009 we will continue our commitment to creating timely and relevant forums that bring together diverse, accomplished panelists to help tackle many of the most complex issues we face.

Friends is evermore grateful to all those who support our mission of advancing cancer research, education and treatment, and look forward to working with all of you in 2009.

Sincerely,



ELLEN V. SIGAL
Chair & Founder



MARLENE A. MALEK
President



Overview of Friends of Cancer Research

Our Mission, Our Goals

Friends of Cancer Research (Friends) is a non-profit organization that, for more than a decade, has pioneered innovative public-private partnerships, organized critical policy forums, educated the public, and brought together key communities to develop collaborative strategies in the field of cancer research. Comprised of leading members of the cancer community, Friends of Cancer Research works to engage key stakeholders in the scientific, patient, government, corporate, and media sectors to identify barriers and find solutions for the most pressing issues facing cancer research today.

“In addition to conveying the importance of federal funding for cancer research, we must also ensure a climate that is politically, socially, and intellectually conducive to maximizing the scientific opportunities for great progress. That is why, since its inception, Friends has been coordinating public, scientific, policy, and media outreach across the nation to provide education on issues related to the advancement of cancer research.”

Dr. Ellen Sigal, Chair & Founder

- ~ **SCIENTIFIC OUTREACH:** Finding targeted ways to directly engage the scientific community in our efforts to advance cancer research, with an emphasis on innovative public-private partnerships that harness the combined power of private capital and not-for-profit scientific leadership.
- ~ **PUBLIC OUTREACH:** Educating the public about cancer-related issues and identifying tangible steps that can accelerate advancements in cancer research. Primary vehicles include town halls and symposiums that feature senior members of Congress, cancer survivors, top officials from federal agencies, and leading scientists and physicians representing academia and industry.
- ~ **POLICY OUTREACH:** Coordinating briefings and special events designed to educate policymakers and thought leaders about the importance of cancer research.
- ~ **MEDIA OUTREACH:** Through our network of leading scientists and prominent advocates, Friends coordinates strategic media outreach efforts designed to provide greater understanding of complicated issues such as the discovery and development of new tools for fighting cancer.



(L-R) Dr. Miller, Dr. von Eschenbach, Sen. McConnell



Dr. Sigal at Howard University Town Hall



(L-R) Dr. Barker, Dr. Hurlbert, Dr. Leffall

Town Halls

Over a decade ago, Friends of Cancer Research began conducting town hall events, and we continue to coordinate them as tools for outreach into the community. These town halls are part of an ongoing educational initiative aimed at increasing awareness about the substantial barriers to research advancements in cancer treatment, prevention and early detection. The goal of the town hall series is to educate the public, regulators, and opinion leaders about the amazing opportunities on the horizon in cancer research, particularly in the fields of early detection and prevention.

Friends seeks to create opportunities to accelerate advancements in cancer research and provide awareness about current or future actions that could impede that progress. By working with leaders from the scientific and advocacy community, the events aim to generate a set of general recommendations that can be made accessible to the public and shared with key decision makers.

By bringing together high profile government officials, leading industry representatives, cancer patients, and world class researchers, we can create a powerful platform from which to discuss policy mechanisms and incentives that will advance the science of cancer prevention and early detection, and inform the public of how such goals can be achieved.

University of Louisville Town Hall With Senate Minority Leader Mitch McConnell

On July 2, 2008 Friends of Cancer Research and the University of Louisville James Graham Brown Cancer Center presented a town hall symposium titled "Discovery to Delivery" to a crowded auditorium of attendees to discuss the future of cancer research. The panel, moderated by Susan Dentzer, Editor-in-Chief, Health Affairs, included Senator Mitch McConnell (R-KY), Senate Minority Leader; Dr. Andrew von Eschenbach, FDA Commissioner; Dr. Anna Barker, NCI Deputy Director; Dr. Donald Miller, Director, James Graham Brown Cancer Center; Dr. Jason Chesney, Associate Director of Translational Research, James Graham Brown Cancer Center; Dr. Bob Mass, Principal Medical Director, Genentech; and Susan Moremen, a Louisville cancer research advocate and survivor.

Panel discussion focused on the current progress in cancer research. Dr. Miller described the exciting research occurring at the University of Louisville and the need for accelerated cancer research in Kentucky due to the state's high cancer rate. Dr. von Eschenbach talked about the great "progress to not only observe cancer, but the progress to understand cancer as a disease process."

Discussion also focused on increased funding for cancer research and the National Cancer Institute. Dr. Barker stated that, "The estimated cost of cancer in this country this year will be approximately \$219 billion and will increase by 30% over the next 15 years." Senator McConnell spoke about the role Congress has in increasing funding for cancer research, stating, "A specific business plan is needed to stimulate funding by laying out a specific goal for funding." He noted that the agencies need to come to Congress with a plan, because Congress does not have the expertise to distinguish the needs between competing diseases.

Howard University Town Hall With Congresswoman Donna Christensen

On May 20, 2008 Friends co-hosted a Breast Cancer Educational Symposium titled, "Stopping Breast Cancer Before It Starts" with Howard University Cancer Center and the Avon Foundation. This town hall, held at Howard University Hospital, was attended by cancer researchers, doctors, nurses, and interested members of the Washington, DC community. The event helped to increase awareness and understanding of breast cancer research, ongoing clinical trials in breast cancer, and the importance of early detection and prevention.

The event featured a six member panel consisting of: Congresswoman Donna Christensen (D-VI); Dr. Anna Barker, Deputy Director, NCI; Dr. Lucile Adams-Campbell, Director, Howard University Cancer Center; Dr. Marc Hurlbert, Director, Grants and Partnerships, Avon Foundation; Dr. LaSalle Leffall, Jr., Charles R. Drew Professor, Department of Surgery, Howard University Cancer Center; and Kimberly Higginbotham, cancer survivor. The panel discussion was moderated by Dr. Wayne Frederick, Deputy Director, Howard University Cancer Center.



Cancer Research Saves Lives

*Translating Scientific Advances into Life-saving
Cures at the Nation's Cancer Centers*

April 2, 2008



*American Association
for Cancer Research*





Advocates meet with Congressman Jerry Lewis (R-CA)

Hill Day 2008

More than 50 cancer center representatives from 20 states descended upon Washington, DC, on April 2, 2008 to educate the nation's policymakers about the importance of a strong federal commitment to cancer research. Friends of Cancer Research, along with the Association of American Cancer Institutes (AACI) and the American Association for Cancer Research (AACR) hosted the day-long event.

Edward J. Benz Jr., MD, president of the Dana-Farber Cancer Institute and AACI President, welcomed everyone and urged all participants to help their elected representatives to better understand the impact of the federal budget on the capacity of the National Institutes of Health (NIH) and the National Cancer Institute (NCI) to fund biomedical research across the country.

Kavita Patel, MD, deputy staff director of the Health Subcommittee of the Senate Health, Education, Labor and Pensions Committee, described Senator Edward Kennedy's plan to introduce new comprehensive cancer legislation. She explained that the committee's Chairman, Senator Kennedy, is eager to create comprehensive legislation that addresses all issues related to cancer, from basic and clinical research, to prevention and detection, to treatment and survivorship. The legislation, which is currently in late drafting stage, has received significant attention and input from cancer leaders across the country. The proposed bill is to be co-sponsored by Senator Kay Bailey Hutchison (R-TX). Dr. Patel urged

participants to encourage their representatives to become actively involved in what is likely to be critically important public policy.

Wendell Primus, PhD, a senior policy advisor to Speaker Nancy Pelosi (D-CA), attested to the Speaker's commitment to cancer research, but maintained that it has been, and will continue to be, difficult to increase resources while the flailing economy and controversial war in Iraq continue to take center stage.

However, Dr. Primus pointed out that Congress came within two votes of overriding President Bush's veto of the Labor, Health and Human Services appropriations bill, and that efforts to impact the budget, while sometimes not entirely effective, can have a great impact.

Ellen Sigal, PhD, chair of Friends, addressed the participants about the importance of aggressive and consistent advocacy on behalf of the individual cancer centers and cancer research in general. Dr. Sigal spoke about the prospects of a new administration, and the critical role that advocates must play in order for the immense opportunities in cancer research to be seized.

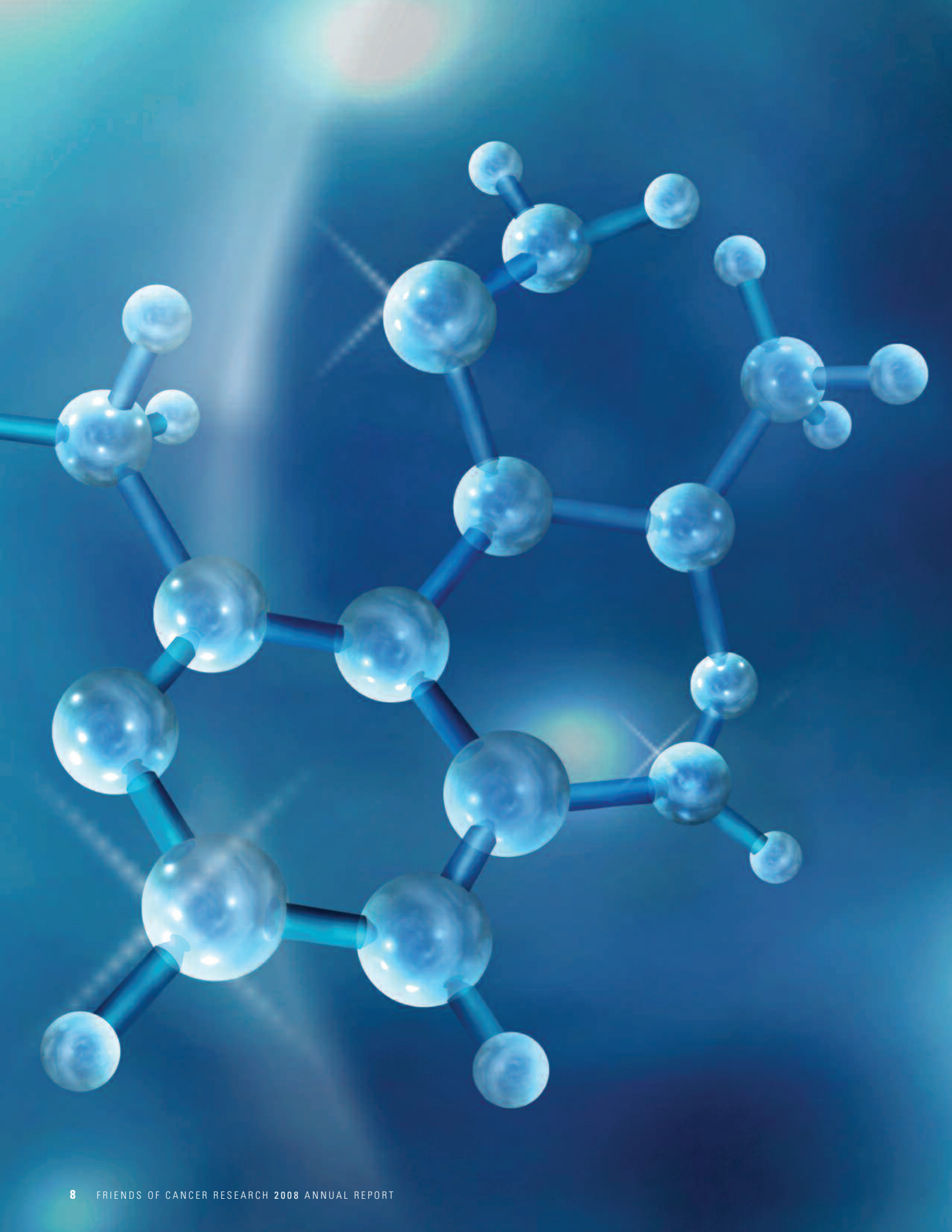
Following Dr. Sigal's remarks, the cancer center representatives spread out across the Capitol to advocate for increased federal funding for cancer research in 140 meetings with members of Congress and their aides.



Dr. Kavita Patel



(L-R) Congresswoman Rosa DeLauro (D-CT), Dr. Ellen Sigal, Dr. Ed Benz



"The Future of Cancer Research Starts Now"

National Cancer Institute's Early Detection Research Network (EDRN)



EDRN Panel Discussion



(L-R) Laurie Fenton, Cindy Geoghegan, Dr. Alan Balch, Dr. Ellen Sigal, George Dahlman, Dr. William Rom, Dr. Ian Thompson

On March 16, 2008, Friends of Cancer Research, as part of our focus on scientific outreach, and finding targeted ways to directly engage the scientific community, teamed up with the National Cancer Institute's Early Detection Research Network (EDRN) and co-hosted an interactive panel discussion entitled, "The Future of Cancer Research Starts Now." As the opening program for the EDRN annual meeting, the discussion was focused on collaboration between the scientific community and research advocates.

The panel featured Alan Balch, Vice President, Preventive Health Partnership (American Cancer Society, American Diabetes Association, American Heart Association); George Dahlman, Vice President, Public Policy, Leukemia & Lymphoma Society (LLS); Laurie Fenton, President, Lung Cancer Alliance; Cindy Geoghegan, Executive Advisor, Scientific Community Relations, Susan G. Komen for the Cure (Komen); Dr. William Rom, Professor & Director, Division of Pulmonary and Clinical Care Medicine, NYU School of Medicine; Dr. Ian Thompson, Professor & Chair, Urology Dept., UT San Antonio Health Science Center; and Dr. Ellen Sigal (moderator), Chair, Friends of Cancer Research.

To begin the meeting, Dr. Sudhir Srivastava, the chief of the EDRN Cancer Biomarkers Research Group, gave an overview of the EDRN goals and process for the identification of potential cancer biomarkers. He described biomarkers as characteristics that can be measured to indicate a normal or abnormal disease state or the response to a particular treatment. Dr. Srivastava also discussed the need for all stakeholders to work together to advance biomarker research.

Dr. Thompson described the mission of the EDRN as a challenging one, stating that finding new methods of early detection of cancer is often more challenging than the development of new therapeutics. In order to face this situation, he argued, strong collaboration is needed. Dr. Rom described some of the collaboration that has been forged through innovative programs including a partnership with the New York City Department of Health. Dr. Rom also discussed the important role of the advocacy community as the driving force behind policy and government efforts to advance such research platforms.

The advocates on the panel provided their perceptions of the current barriers to the advancement of early detection and prevention research. Laurie Fenton described lung cancer as a public health epidemic. She said that most current research is targeted to later disease stages because that particular type of cancer is most often diagnosed in late stages, but asserted that early detection should receive more funding and become the priority for the research community.

Cindy Geoghegan discussed the goals of Susan G. Komen for the Cure to continue to promote breast cancer screening and increase focus on advancing science. She specifically discussed the great deal of work in which Komen has been involved regarding biospecimen collection and research. She cited standardization practices for tissue collection, storage, processing and access as key obstacles to improved genetic screening.

George Dahlman also discussed the need for additional resources for early detection research and described a new program sponsored by the LLS that will fund proactive research to identify products and markers that may be very promising but do not currently have an available market.

Dr. Balch discussed his role as the director of a partnership intended to improve prevention services. He said that when cancer transitions into a chronic condition it will have more in common with heart disease and diabetes. He urged researchers to consider health care delivery as a key component of improving early detection and prevention.

The panel concluded with numerous questions from the audience of EDRN members. They discussed their challenges with early detection and prevention research and renewed their commitment to forge diverse collaborations with all stakeholders to advance this field of research.

Dr. Sigal concluded the discussion with a reminder to the panelists and audience that a continued and fluid dialogue between researchers and advocates will create opportunities for greater awareness of early detection and prevention research, and greater impact on key decision-makers.



Nancy Roach



Dr. David Schenkein



Dr. Janet Woodcock



Dr. von Eschenbach



Dr. Anna Barker

Brookings, Friends, AACR and ASCO Host Conference on Clinical Cancer Research

To win the war on cancer, our nation's decision-makers need to enact policies that support cutting-edge developments in cancer research and facilitate patient-centered approaches throughout the research continuum. This message permeated through the conference, held September 26, 2008 at the Hotel Palomar in Washington, DC.

The conference convened key stakeholders to address pressing scientific and regulatory challenges and opportunities for progress in innovations in cancer therapy. The conference was organized by the Brookings Institution, Friends of Cancer Research (Friends), the American Society of Clinical Oncology (ASCO), and the American Association for Cancer Research (AACR).

More than a hundred and fifty leaders in cancer research and advocacy representing academia, government, industry, and the nonprofit sectors convened for a full day discussion of scientific and policy issues impacting clinical cancer research. The diversity of viewpoints and the depth of commitment to furthering cancer research spurred an engaged discussion among participants eager to address our nation's cancer challenges.

NCI Director John Niederhuber said in his opening remarks, that, "The 21st century paradigm will be anchored on translational science and based on multiple, highly targeted agents matched to molecularly selected patients."

Throughout the day-long conference, panelists addressed pressing scientific, regulatory challenges and opportunities for progress in innovations in cancer therapy. The first three panels discussed options for clinical data standards, alternative methods for demonstrating the efficacy of promising therapies, and approaches to the joint development of cancer drugs and diagnostic tests respectively.

Important issues were raised by the panels and some key recommendations rose to the top. Highlights included:

Panel One: Data Submissions Standards and Evidence Requirements

Focus: Defining the necessary core data set for the different questions asked when conducting clinical trials would aid protocol design and study review, and would potentially reduce the costs and improve the integration and the ability to generalize the study findings.

Panelists: Richard Schilsky, MD, University of Chicago Medical Center; Jeffrey Abrams, MD, National Cancer Institute; Janet Woodcock, MD, Food and Drug Administration; Gwen Fyfe, MD, Genentech; Robert Irwin, Marti Nelson Cancer Foundation

The first panel looked into data standards and evidence requirements and noted that, "It's easy to get data...the challenge is to ensure the data we have is any good." To make sure new drugs are safe and effective with the optimal amount of information, the panel recommended the development of qualitative and quantitative standards for data collection to streamline the path to more efficient clinical trials.

Panel Two: Improved Insights into Effects of Cancer Therapies

Focus: Large clinical trials are currently conducted in order to detect small differences in outcomes. Relatively minor improvements in overall survival have raised questions about the true "effectiveness" of a drug. This has made utilization and acceptance of endpoints other than overall survival, particularly progression-free survival, unclear.

Panelists: Raymond DuBois, MD, M.D. Anderson Cancer Center; Donald Berry, PhD, M.D. Anderson Cancer Center; Jim Doroshow, MD, FACP, NCI; Paolo Paoletti, MD, Glaxo SmithKline; Richard Pazdur, MD, FDA; Nancy Roach, C3: Colorectal Cancer Coalition



Opening remarks by Dr. John Niederhuber; Dr. Mark McClellan to his right.

Measuring treatment efficacy is a complex and subjective process and the oncology community has long sought endpoints other than overall survival. Looking for a better way of measuring the effectiveness of new drugs and accelerating safe and effective cancer drug development, the second panel proposed three different scenarios that look into progression-free survival as an indicator of clinical benefit.

The promise of personalized cancer therapy remains largely unfulfilled and there have been few successful efforts to develop therapies and their targets simultaneously.

Panel Three: Co-Development of Diagnostics and Therapeutics

Focus: Cancer research and treatment has become inextricably linked to diverse scientific disciplines that include new devices for detection and functional imaging, combinations of drug, i.e. small molecules-biologic use, and co-development of diagnostics and therapeutics.

Panelists: Daniel Hayes, MD, University of Michigan; Steven Gutman, MD, MBA, FDA; Richard Frank, MD, PhD, GE Healthcare; Nancy Roach, C3: Colorectal Cancer Coalition; Richard Simon, DSc, NCI; Ray Woosley, MD, PhD, Critical Path Institute

The third panel recommended the following:

External stakeholders should be engaged in the design of a pathway for the development of diagnostics for tumor markers.

Tumor-marker clearance and approval should be based on demonstrated clinical benefit.

An advisory committee similar to the FDA's Oncologic Drugs Advisory Committee should be developed for tumor marker clearance and approval in order to improve consistency and coordination with other oncology programs in the agency.

Panel Four: A Vision for the Future of FDA

Focus: As cutting-edge technology expands fields, including nanotechnology and systems biology (proteomics, metabolomics, etc.), the FDA will be presented with new types of products. These will include products for the treatment of advanced malignancies as well as for the prevention or reduction of risk of developing cancer.

Panelists: Mark McClellan, MD, PhD, Engelberg Center at Brookings; Anna Barker, PhD, NCI; David Kessler, MD, Former FDA Commissioner; David Epstein, MD, Novartis; Ellen Sigal, PhD, Friends of Cancer Research; Robert Young, MD, Fox Chase Cancer Center

The final panel, moderated by Dr. Robert Young, explored a vision for the FDA's future.

Closing the conference out, former FDA Commissioner Dr. David Kessler articulated a key action for the next commissioner at the FDA. Kessler said we "need an FDA Commissioner who will say: find drugs that work for cancer. Someone who is willing to take risks, make mistakes, but who has a clear idea of what they want and be able to articulate this amidst competing priorities."

Dr. Mark McClellan, Director of the Engelberg Center for Health Care Reform at Brookings, helped summarize the ideas generated throughout the day and highlighted FDA's role in fostering innovations in cancer research, the creation of a pathway towards more efficient data collection, and the use of biomarkers and diagnostics.

Dr. Ellen Sigal, Chair and Founder of Friends, noted that complex science is at the base of all the discussions and that it is critical to garner the input of diverse stakeholders every step of the way. She closed the panel by calling for the establishment of a clear FDA oncology program, the need for transparency and consistency in regulatory procedures, and the necessity for defining a clear path forward, emphasizing the importance of keeping the momentum of the conference going "toward action rather than rhetoric."



(L-R) Dr. Geoff Wahl, Dr. Ellen Sigal, Dr. Margaret Foti

Friends Chair, Dr. Ellen Sigal Honored at AACR Annual Meeting

The American Association for Cancer Research (AACR) Annual Meeting, attended by over 17,000, was held in San Diego, CA April 12-16, 2008. Friends Chair and Founder Dr. Ellen Sigal was named the 2nd annual recipient of the AACR Margaret Foti Award for Leadership and Extraordinary Achievements in Cancer Research during the awards session. The Award was established to "recognize a true champion for cancer research, whose leadership has had a major impact on the field." Dr. Sigal accepted the award by urging all in attendance to work closely with policymakers to raise cancer research to a national priority, and increase awareness of their incredible work.

Dr. Sigal also served as co-host with Dr. Anna Barker, Deputy Director NCI, at a session entitled, "Cancer Research Funding: Alternative Models and Resources." Representatives from the Avon Foundation, Canary Foundation, and The Prostate Cancer Foundation joined Dr. Sigal and Dr. Barker to discuss how their organizations have funded a broad range of programs that have had a significant impact on advancing cancer research. Dr. Sigal also had the honor to serve as a panelist during a chemo-prevention symposium discussing the current barriers and opportunities associated with the development of products designed to decrease or eliminate cancer risk.



Reese Witherspoon presents check from Avon Foundation to Dr. Ellen Sigal.

Avon Foundation Sponsors Community Outreach

For two days, May 3rd and 4th, more than 3,500 people participated in the 2008 Avon Walk for Breast Cancer in Washington, DC, raising more than \$8.1 million. During the closing ceremonies of the event grants were awarded to a variety of prominent organizations in the greater Washington, DC metro area to support their breast cancer programs.

Dr. Ellen Sigal accepted a check on behalf of Friends of Cancer Research from award-winning actress and Honorary Chair of the Avon Walk, Reese Witherspoon. The check, a generous grant of \$45,000.00, will support breast cancer outreach and educational programs.



(L-R) Dr. Jeff Allen, Reese Witherspoon, Dr. Ellen Sigal

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