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**CORIELL PERSONALIZED MEDICINE COLLABORATIVE
LAUNCHES WEB PORTAL**

*Study Participants One Step Closer to Obtaining Personal Risk Information
for Use in Clinical-Decision Making*

CAMDEN, NJ (February 2, 2009) – The Coriell Personalized Medicine Collaborative (CPMC) – a unique, evidence-based research study designed to determine the benefit of using personal genome information in clinical decision-making – launched a secure web portal for study participants. The site, which describes the CPMC study and how to participate, also serves as an educational resource, explaining basic genetics, the importance of genomics in medicine and how “risk” is actually defined.

Through the user-friendly portal, the more than 3,360 current CPMC participants, as well as all future participants, will access and complete required online health questionnaires detailing personal and family medical history and lifestyle. Information derived from the questionnaires, along with the individual’s DNA, will be used to provide each study participant with personalized disease risk assessments for use in health management and clinical decision-making.

The extensive CPMC health questionnaires cover lifestyle topics ranging from smoking status and hours of sleep per night to medical histories of high cholesterol and cancer. The family history portion, which is one of the major differentiators between the CPMC and other personalized medicine initiatives, requires participants to talk with immediate family members to gather, and in some cases uncover, information about various diseases such as cancer and diabetes, birth defects, and conditions that affect bones; joints; nerves; the heart, lungs and blood; the digestive system; and the brain.

"The web portal launch is a significant milestone as Coriell's Personalized Medicine Collaborative progresses toward the ultimate goal of providing personalized disease risk information to study participants," said Michael Christman, Ph.D., President & CEO of Coriell Institute. "Personalized medicine and initiatives like the CPMC are paving the way for a new era in healthcare that will eventually replace the current one-size-fits-all approach with highly personalized and more effective preventive measures, diagnoses and treatments. It will also foster open communication between patients and healthcare providers."

Personalized risk information will be made available to CPMC study participants by the second quarter of 2009. These individuals will have the choice to learn about conditions that have been approved by the Informed Cohort Oversight Board (ICOB), an external board that comprises highly esteemed scientists, healthcare professionals, an ethicist and community members. The ICOB, chaired by National Academy of Sciences member Erin O'Shea, Ph.D., M.D., of Harvard University, determines which genetic risk factors are deemed potentially medically actionable, meaning there is the potential to mitigate risk (via medication or lifestyle change).

Study participants alone control access to their risk profiles and will determine if and when they will share results with their healthcare provider(s) with the goal of using their genomic information in health management. Individuals may also request appointments with Coriell's board-certified genetic counselors at no cost to talk about their CPMC results. The list of ICOB-approved conditions will grow over time and currently includes:

- Type 2 Diabetes
- Type 1 Diabetes
- Age-related Macular Degeneration
- Prostate Cancer
- Melanoma
- Colon Cancer
- Heart Disease
- Iron overload / Hemochromatosis
- Inflammatory Bowel Disease
- Obesity

About CPMC

Launched in December 2007, the Coriell Personalized Medicine Collaborative (CPMC) is a pioneering research study that seeks to explore the utility of using genome information in medical care. The goal of this study is to better understand the impact of genome-informed medicine and to guide its ethical, legal and responsible implementation. This forward-looking, collaborative effort, which involves physicians, scientists, ethicists, genetic counselors, information technology experts and volunteer study participants, also aims to understand why people respond differently to various treatments and to discover presently unknown genes that elevate one's risk of cancer, heart disease, diabetes and other complex diseases.

The CPMC has been recognized by the Department of Health and Human Services as one of the top pioneers in the field of personalized medicine. The study is unique in its focus to return genetic information to participants for use in health management and clinical decision-making and to explore long-term outcomes. Additionally, unlike for-profit companies that charge between \$399 - \$2,500 to determine an individual's genetic profile, the CPMC is free to participants.

The study – involving partnerships with Cooper University Hospital, Virtua Health, Fox Chase Cancer Center and Helix Health – will enroll 10,000 individuals by the end of 2009. The ultimate goal is to enroll 100,000 participants. Funding for the CPMC, of which more than \$5 million is already committed, comes from private philanthropy, foundation grants and institutional support.

Study participants must be 18 years old or older and have a personal email address to participate. For more information and to enroll in the CPMC, visit cpmc.coriell.org.

About Coriell Institute

The Coriell Institute for Medical Research is an internationally known, non-profit, biomedical research institution headquartered in Camden, NJ. Founded in 1953, the Institute conducts research on cancer, human genetic variation, mechanisms of cellular differentiation and other genetic disorders. Coriell is the world's leading biobank resource for human cells and recently established a state-of-the-art genotyping and microarray center. The Coriell Personalized Medicine Collaborative was initiated by Coriell's President and CEO, Dr. Michael Christman, and is a major focus of the Institute. Visit www.coriell.org for more information.

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