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RFL Briefing with *The Hill* on Genetic Testing in Cancer Care

Results for Life and the American Clinical Laboratory Association in conjunction with *The Hill* newspaper are hosting a Congressional briefing November 17 on "The Innovation Revolution: Genetic Testing in Today's Cancer Care". The session will focus on how the rapid innovation in genetic testing is resulting in significant advances in a range of cancer care, including leukemia, colon cancer, and breast cancer.

Rep. Michael Burgess, MD (R-TX), Vice Chairman of the House Ways and Means Health Subcommittee, and Rep. Charlie Gonzalez (D-TX) will open the session, as they did a similar RFL session in March. Other speakers will include Mara Bloom, Executive Director, Massachusetts General Hospital Cancer Center; Bill McGivney, CEO, National Comprehensive Cancer Network; Marc Grodman, MD, President, CEO, and Chairman of the Board, Bio-Reference Laboratories, Inc.; and Simon Tripp, Senior Director, Battelle Memorial Institute.

You are welcome to join us for the event on November 17. But if you cannot make it, the briefing will be streamed live on the Internet beginning at 8:30 a.m. You will be able to find the url for the event the day before on the RFL website: www.labresultsforlife.org. You can also go to the website for copies of the slides and other materials to be used that day.

New RFL Ad Campaign Focuses on Cancer Care

RFL started a new advertising campaign in October emphasizing the significant contributions that genetic testing has made in cancer care. The ads are also timed to promote the November 17 RFL briefing on the same topic. Running in such key Capitol Hill publications as Roll Call, Politico, National Journal, and The Hill, the ads highlight different aspects of cancer care, but all emphasize that innovation in genetic testing can be a challenging process--thus a flexible and innovative regulatory approach is necessary. The ad at right stresses that, "High costs, rapid change, and scientific discovery advancing at warp speed make innovation in genetic tests a hard climb. Yet the climb is worth it when you see the results from using



innovative genetic tests in cancer care: long lives, fewer drug-induced side effects, and better outcomes."

Quick Resource: RFL Storyboard on Personalized Medicine

In case you haven't seen it, the RFL website includes a plain-English storyboard on genetic testing and personalized medicine. Here's a peek: "Genetic tests facilitate personalized medicine at various stages of diagnosis and treatment. By identifying a patient's genetic profile, genetic tests help...

- * **Predict:** Determine if a currently asymptomatic person will develop a specific disease in the future.
- * **Screen:** Test a larger population to identify individuals likely to be at high risk for a specific disease.
- * **Diagnose:** Determine if the individual actually has a specific disease.
- * **Select treatment:** Select treatment most appropriate for a person with a specific disease.
- * **Manage:** Monitor progress and adjust treatment."

For more on personalized medicine, visit the [RFL website](#).