

Special BiTmaP Industry Seminar

The Case for Personalized Medicine

Presented by

Peter J. Tonellato, Ph.D.
Founder and CSO
POINTONE Systems

Wednesday, October 25, 2006

6:15 PM to 8:00 PM,

909 S. Wolcott St. Room 1020, CMRB
College of Medicine Research Building

RSVP to:

312.243.1289 or email bitmap@techpark.org

Hosted by:

Hui Lu, PhD - Department of Bioengineering, UIC

Gary Keller, MsB - Xomix Ltd. & Chicago Technology Park

Sponsored by the Department of Bioengineering

“The Case for Personalized Medicine”

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Late in the 21st century, clinicians, geneticists, and health care advocates, began to recognize the potential of understanding the complete genetic makeup of an individual and the incredible insight into the clinical implications of that knowledge. The Human Genome Project, largely completed in 2002, provides seminal data to initiate a ‘genetic’ revolution in disease prediction, detection, health care, and management. More recently, medical groups have begun the exciting but complicated task of interpreting and assessing the value, use, and practical application of these new and every growing set of gene-based molecular discoveries.

We will present three key facets of this endeavor important to assess and evaluate approaches to this potential paradigm shift in clinical care. The first is to appreciate the current genetic research landscape and the primary source and motivation of future discoveries (The National Institutes of Health, NIH) thus providing a framework for what will come out of the clinical-genetic research pipeline. The second key facet, is to consider and test approaches to launching molecular medicine initiatives across medical group practices; and the third is to develop and execute the methodology to integrate specific care management projects testing the initiatives and providing the metrics and outcomes required to judge the impact of the programs.

Peter J. Tonellato, Ph.D., founded POINTONE in 2001 and is Research Professor of Mathematics, Marquette University and Founding Director, Bioinformatics Research Center (BRC) at Medical College of Wisconsin. Dr. Tonellato conducts research and commercial translation activities in the analysis of clinical, physiological, and genetic knowledge to the benefit of health care.

POINTONE Systems, Milwaukee, Wisconsin mission is to provide pioneering intelligent clinical-genetic information systems supporting cost-effective best health practices with molecular medicine at the point of care. The company has an international reputation for first-to-market solutions, which rapidly integrate important new molecular discoveries into best-practice medicine. The firm offers a family of disease specific products providing individual patient information in the context of best-practice healthcare workflow, logic, and content. POINTONE’s Assessment, RiskProfile, and ChronicCare product suites operated in a single platform facilitating simple access, integration and expansion into current healthcare practice supporting multiple diseases and increasing patient and physician use.

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