Vol. 3, No. 1 | A publication of the Massachusetts Biotechnology Council | Spring 2010

Mass Bio news

MASSACHUSETTS BIOTECHNOLOGY COUNCIL

We mean business

2010 MassBio Annual Meeting preview



Dr. David Altshuler



James C. Mullen



Dr. Richard Roberts

Heavy hitters from biotechnology, pharma and academia will take the stage at the 2010 MassBio Annual Meeting, a two-day event focusing on the "Business of Science," taking place March 30-31 at the Seaport World Trade Center in Boston.

The program will showcase Massachusetts' strength in scientific collaboration between academia and industry – a collaboration that catalyzes the translation of innovative discoveries into new technologies, diagnostics and, ultimately, patient treatments. It aims to forge new business relationships, drive communication, educate up-and-coming investigators and celebrate rising new scientific talent.

Agenda highlights include fireside chats with Nobel laureates and local biotech CEOs; expert panel discussions on the future of medicine; a keynote address on the impact of human genetics on treating complex diseases; and presentations on current work in RNA Therapeutics, diseases of aging,

See ANNUAL MEETING Page 6



Dr. Deborah Dunsire



Brock Reeve

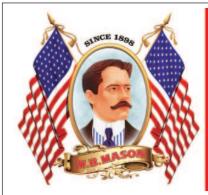


Dr. Philip Sharp



POLICY ON THE MENU Gov. Deval L. Patrick talks policy with France Dionne at the 2010 MassBio Policy Leadership Breakfast held at the Omni Parker House on Jan. 28. The breakfast was designed to examine the ideas and policies that will shape the future of biotechnology as state legislators work to wrap up the 2009-2010 legislative session. *Story, Pages 4-5.*

PHOTO: EUGENA OSSI, GOVERNOR'S OFFICE



W.B. Mason- Saving MassBio Members Money since 2003

Check out the new MassBio Purchasing Consortium contract Revised rebates, Increased Hot list, Larger product offering More ways to save.

Haven't checked out the savings under our Purchasing Consortium? Contact Jason Hartley at Jason.hartley@wbmason.com or 508-958-0491



The primary supplier of office products and furniture to MassBio since 2003.

2010 vision: Looking forward to successful year



Robert K. Coughlin

As we usher in a new decade in the era of biotechnology, we remain committed to providing the support, programs and services that allow each of our members to grow and prosper in Massachusetts, as our industry continues to

improve lives around the world. For those of you who attended and participated in the 2010 MassBio Policy Leadership Breakfast, thank you. Inside, you will read about the highlights from the event as well as the key policy initiatives affecting this industry – including health care reform and a commitment to funding early stage research. We must continue to demonstrate that Massachusetts is a place where industry, academia and government work hand-in-hand to grow a thriving biotechnology cluster. On Beacon Hill and across the Commonwealth, we will continue to work with legislators to bolster our industry's position as an economic engine. We will execute the MassBio Federal Action Plan, regular quarterly meetings in Washington,

D.C. and constant communication with the entire Massachusetts delegation. We will also work diligently to foster partnerships, build a K-16 pipeline for our students, utilize every corridor in the state and move ideas and products forward at a more rapid rate. Let us never forget the end goal - getting needed therapies and cures into the hands of caregivers and the bodies of patients.

Building on the theme of collaboration and innovation, we invite you to join us for the 2010 MassBio Annual Meeting - an exciting two-day event that features expert panel discussions on the future of medicine and a keynote address on

the impact of human genetics on treating complex diseases. The event will also feature fireside chats with Nobel laureates and local biotech CEOs, a luncheon awarding the MassBio Innovative Leadership Award, and the Innovation 2010 Vendor Expo, which will link MassBio members with the latest and greatest in equipment, supplies and services.

Thank you all for your continued support. We look forward to another successful year and a successful decade for MassBio and the industry.

Robert K. Coughlin is President & CEO of the Massachusetts Biotechnology Council.

MassBio news

A PUBLICATION OF: Massachusetts Biotechnology Council

One Cambridge Center, Cambridge, MA 02142 617-674-5100 • www.massbio.org

Robert K. Coughlin, President & CEO Imran Nasrullah, Chief Business Officer

John Heffernan, VP of Policy and External Affairs

Board of Directors

Mark Leuchtenberger, Chair Geoffrey F. Cox, Vice Chair Michael W. O'Hara, Treasurer Glenn Batchelder, Clerk Mike Webb, Immediate Past Chair

Mark R. Bamforth Edwin M. Kania Ir. Jeff Elton Laurie Bartlett Keating Erroll De Souza Geoff MacKay Stephen Faraci David Reif Fereydoun Firouz Scott Gillis Steven Gilman Amit Sachdev John K. Hennessy Frank Thomas

Steven G. Richter

Timothy Hunt Charles Wilson Peter Isakson Lawrence S.Wittenberg

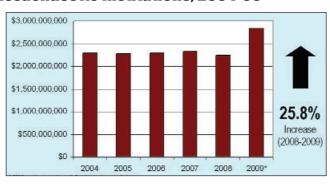
PRODUCED BY:

GRANT COMMUNICATIONS CONSULTING GROUP Boston/New York 781-598-8200 gccg@grantgroup.com ww.grantgroup.com

BIOTECH INDUSTRY FAST FACTS

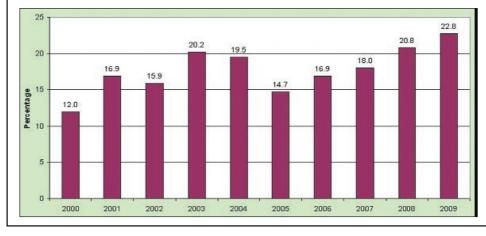
NIH funding to Massachusetts institutions, 2004-09

National Institute of Health funding of basic research in Mass. increased in 2009 by 25.8 percent. Also, Mass. researchers receive over II percent of all NIH research funds.



Mass. share of U.S. biotech venture capital investment, 2008-09

While venture capital funding decreased globally in 2009, the below graph shows that Massachusetts' share of U.S. biotech venture capital reached a 10-year high of 22.8 percent in 2009.



CANCER RESEARCH **CHALLENGE**



MassBio and the American Cancer Society (ACS) teamed up for the second annual Progress Toward Winning the War on Cancer symposium. The event highlighted cutting-edge cancer research as part of the MassBio Cancer Research Challenge. To date, MassBio member companies AstraZeneca Pharmaceuticals, Novartis Institutes for BioMedical Research, EMD Serono and, most recently, Millennium Pharmaceuticals have generously stepped forward with commitments to each fund a three-year American Cancer Society Postdoctoral Fellowship. The goal of the Challenge is to fund a total of ten additional \$140,000 American Cancer Society Postdoctoral Fellowships. Pictured, from left, are Dr. Michael Lam, a former ACS research fellow currently with Merck; Don Gudaitis CEO of the American Cancer Society, New England Division; and MassBio President & CEO Robert Coughlin.



Human Tissue Research Conference

Understanding Cancer Through Human Tissue-based Models 1st Annual Conference, April 14-15, 2010, Washington, DC

Marriott Metro Center, Washington, DC

www.asterand.com/Asterand/htrc.htm







You've been at Genzyme for almost 30 years now. How has the biotech landscape in

Massachusetts evolved in that time?

This region has grown to be one of the premier regions in the world for biotechnology. We can be proud of that. But it's important to recognize that even after 30 years this industry is still young and fragile; there are only a few profitable companies. The desire for innovative ideas and the entrepreneurial spirit that drive the creation of biotech companies remains very strong. The industry still needs attention and support to fulfill its potential as an economic driver and producer of breakthrough therapies.

You will participate on a panel at the 2010
MassBio Annual Meeting on March 30 and 31,
where the theme of the event is "The Business of
Science" and driving innovation in

Massachusetts. What's your advice to a start-up company entering the industry today?

I would tell them to completely focus on technologies and products that will ultimately make a real and dramatic difference in people's health and well being. Significant value is not created in incremental improvements. Next, surround yourself with talented people and finally be creative in working with others and accessing the capital to move your company forward.

We came close early this year to passing healthcare reform legislation. Moving forward, what should be the life science industry's priorities related to any reform legislation?

Without question, the biotechnology community's first priority should be to ensure that legislation encourages innovation and does not impose roadblocks. Due to the hard work of pro-innovation members

with HENRI TERMEER



of Congress - in particular members of the Massachusetts delegation - as well as the industry, patients, partners in academia and the venture capital world, both the House and Senate health care reform bills establish a balanced pathway for the development of follow-on biologics. This balance will provide greater access to life-saving therapies while providing appropriate incentives for research and development. MassBio deserves special thanks, especially Bob Coughlin and John Heffernan, for their outstanding work on this issue.

You have demonstrated your commitment to growing in Massachusetts most recently by building another facility in Framingham. How does Massachusetts stack up against increasingly global competition?

There are not many other clusters in the world with the ecosystem of universities, hospitals, research institutions and venture capital companies like what we have here in Massachusetts. This state provides access to a highly educated labor force that's required for industries like biotechnology. We can't take this for granted and must continue to nurture and make investments in infrastructure and education to sustain our competitive advantage. At the same time, companies here need to participate in the global economy. That includes participating in the markets for medicines in emerging economies like India, China and Russia where the desire for innovation is high and where they are not bound by already established systems.

Henri Termeer is chairman, president & CEO of Cambridge-based Genzyme Corporation.



In honor of Rare Disease Day, Genzyme hosted a "Celebration of Hope" at its Kendall Square headquarters. Speakers at the event included, from left, Henri Termeer, President & CEO of Genzyme Corporation; Sue Kahn, Executive Director, National Tay-Sachs & Allied Diseases Association; Ramon Eulacio, whose three children, including daughter Veronica, suffer from Gaucher disease; Veronica Eulacio; Jamie Manganello, Associate Director, Genzyme Patient Advocacy; and MassBio President & CEO Robert K. Coughlin.

State recognizes Rare Disease Day

At the request of MassBio, Massachusetts biotech companies and patient advocacy organizations, Gov. Deval L. Patrick declared Feb. 28 Rare Disease Day.

The Commonwealth joined a coalition of organizations recognizing the day, in efforts to call attention to the public health issues associated with rare diseases, which affect nearly 30 million Americans and countless others around the world. Those patients often face challenges that occur less frequently with more common diseases, including delay in getting an accurate diagnosis, few treatment options and difficulty finding medical experts.

"The Massachusetts biotechnology community is at the forefront of research to discover new therapies and cures for rare diseases," said Robert K. Coughlin, President & CEO of MassBio. "We are proud to call attention to their efforts, and to the importance of supporting investment in early-stage research to solve the special challenges facing patients with rare diseases."

4 — MassBio News Spring 2010 — 5

Corinne Young from Myriant Technologies poses a question.



Making good policy



Panelists tackled the challenges and opportunities facing Massachusetts as the industry becomes increasingly global. From left, Kevin O'Sullivan, President & CEO, Mass. Biomedical Initiatives; Jack Wilson, President, University of Massachusetts; Ellen Zane, President & CEO, Tufts Medical Center; Richard Pops, Chairman, President & CEO, Alkermes.

Biotech leaders join together at the 2010 MassBio Policy Leadership Breakfast

By Meaghan Casey

The Commonwealth's biotechnology leaders and policy makers joined together at the 2010 MassBio Policy Leadership Breakfast in a shared commitment to lead and compete in an increasingly global life sciences market.

Held at the Omni Parker House on Jan. 28, the breakfast was designed to examine the ideas and policies that will shape the future of biotechnology as state legislators work to wrap up the 2009-2010 legislative session.

"Our industry needs enlightened public policy, municipalities that welcome biotech facilities, collaborative relationships and the best and brightest candidates to fill the jobs," said MassBio President & CEO Robert K. Coughlin. "It's not good enough just to compete. We must lead and continue to lead, grow and attract new talent."

Despite fiscal challenges nationwide, the Massachusetts life sciences industry has fared well in the past year. Massachusetts researchers

received more than \$2.8 billion in funding from the National Institutes of Health (NIH) – an increase of 25 percent from 2008. The state's life sciences companies also received \$606 million in venture capital investments.

"Your leadership has

made a difference in the economy and the future of public health," said Governor Deval L. Patrick, who served as the event's keynote speaker. "Innovative minds agree that Massachusetts is fertile ground for discovery.

We don't have gold mines; we have human minds. We're laying the groundwork for the cures for tomorrow. Let us not lose sight of what this is all about. It's about hope, about people and about doing work you can be proud of. Remember to make it personal."



Dr. Susan Windham-Bannister, President & CEO of the Massachusetts Life Sciences Center moderated the panel.

Coughlin reminded attendees that, in the face of competition, it is more important than ever to work together to create a legislative atmosphere that allows the life sciences industry to continue to thrive.

"For the most part, we have benefited from the confluence of

n world-class teaching hospitals and academic institutions, the talented people those institutions produce and a robust venture capital community," said Coughlin. "Our position can not be maintained, however, without new approaches in public policy, regulatory efforts and the educational system."

In efforts to nurture and develop the future talent pool, the Massachusetts Biotechnology Education Foundation has invested nearly \$3 million in 177 public high schools, reaching more than 26,000 students. Dr. Susan Windham-Bannister, President & CEO of Massachusetts Life Sciences Center, reported that the Center matched 104 students last year with summer internships at 59 life sciences companies and research institutions across the Commonwealth.

"We're training the future for an exciting, innovative and high-paying industry," said Gov. Patrick. "It's a field that can green-light the American Dream for so many."

Expanding on where Massachusetts is going next, Windham-Bannister moderated a panel entitled "To Lead is to Compete." Panelists included Jack Wilson, President of the University of Massachusetts; Ellen Zane, President & CEO of Tufts Medical Center; Richard Pops, Chairman, President & CEO of Alkermes; and Kevin O'Sullivan, President & CEO of Massachusetts Biomedical Initiatives.



About 250 legislators and industry representatives gathered for the





Advocating for innovation

MassBio continues to promote policies on state and federal levels

By John Heffernan

MassBio is front and center on Capitol Hill when it comes to advocating for policies that will pave the way for innovation. As you are aware, we have been actively participating in the debate on Health Care Reform. We have worked diligently and collaboratively on assisting in creating a system in which adequate healthcare is available to all. However, we strongly feel that we must maintain and enhance incentives for investing in the new therapies and tools that will improve and save lives.

Over the past year the House and the Senate have been working on an effort to provide health insurance reform that lowers costs, guarantees choices, and enhances quality health care for all Americans. Recently, the President laid out his principles. Building on that year-long effort, the President has now introduced a proposal that seeks to incorporate the work the House and the Senate have done. On February 25, he hosted a summit to discuss moving forward. We will continue to work with our members of the delegation, as well as key leadership and the White House to advocate for the issues that are important to our industry.

The Massachusetts Legislature is always a busy place. Under the leadership of Co-Chairs, Senator Karen Spilka and Rep. Mike Rodrigues, the Massachusetts Biotech Caucus has hit the ground running in 2010. We have hosted several events, including the annual Policy Leadership



Rep. Michael Rodrigues of Fall River, House chairman of the Biotech Caucus, speaks with MassBio members about legislative priorities and possible changes in the law that may impact the industry.

Breakfast and a session on Workforce Development and training our future biotech leaders.

One issue which we are focused on is the co-pay assistance bill.

Currently, Massachusetts is the only state in the nation that prohibits consumers from utilizing prescription discount programs. The neediest patients are struggling with the high cost of health care and increasing out of pocket costs.

Studies have shown that one of the main problems is patient compliance. There are many cases in which patients don't fill their prescriptions. Others try to make do by taking prescriptions every other day instead of daily or by taking half-doses. Such options put people's health, and even their lives, at risk. This legislation would provide consumers with access to cost-saving prescription discount programs when purchasing their prescription drugs and therapies. Prescription discount programs are designed to hold down the cost of medications for patients and can encourage adherence to medications. Discount programs can take various forms, but all reduce out-of-pocket expenses for the consumer. By reducing the cost of a co-pay, patients can afford to stay on medications that their doctor has decided are medically necessary. It is in the best interest of everyone that patients refill their prescriptions

and continue to take their medications that have been prescribed by their physician and approved by their insurer. This will improve the ability to stay healthy and ultimately decrease overall health care costs.

For more information, visit www.MassBio.org.

John Heffernan is Vice President of Policy & External Affairs at MassBio.

Organogenesis helps patient persevere

PATIENT: from Page 8

of balance, relies on a wheelchair for daily mobility. He was however able to get up and walk during post-treatment physical therapy sessions and has continued exercises to strengthen his leg and upper body.

"I still get around taking the train, streetcar, bus and boat," said Kane. "I'm lucky. Today, people can use power chairs and can even walk with prosthetics. They didn't have that when I was a kid or when I lost my first leg. I'm very optimistic about the future and how people with disabilities will benefit."

In 2007, Kane visited Organogenesis' Canton headquarters to speak. Having pioneered the field 20 years ago, Organogenesis has shipped more than

280,000 units of Apligraf for patient use. "It's an amazing place when you think about what they're capable of doing and the limbs that they save," said Kane.

In addition, Kane remains active with an amputee support group and serves on the Access Advisory Committee to the MBTA. He also teaches religion to fifth-grade students at his church and is considering traveling to Haiti to provide assistance to the country's disabled victims.

"If there's a possibility to help others, I'm more than willing and able to," said Kane.

Kane retired from teaching in 2003. At the start of his career, he spent two years teaching in Ethiopia, where he was stationed as part of the U.S. Army Security Agency, followed by another two years as a teacher in Lexington.

"I still wish I could teach, but I can look back on my life and say I loved every minute of it," said Kane, who will turn 70 in July. "I'm just happy to still be active, getting out and making a difference. It's not over yet. As the poem goes, I have miles to go before I sleep."

Vendor Expo set for March 30-31

Dedicated to connecting members with the most advanced technology and products, MassBio and Fisher Scientific will host the Innovation 2010 Vendor Expo on March 30-31 at the Seaport World Trade Center in Boston

The Vendor Expo, held in conjunction with the 2010 MassBio Annual Meeting, will link MassBio members with the latest and greatest in equipment, supplies and services.

More than 45 vendors will exhibit. This is a can't miss for purchasing,

operations, safety, and research and development professionals.

The Vendor Expo will be open to all MassBio members, at no charge, from 2-5 p.m. on March 30 and from 9 a.m. to 2 p.m. on March 31. It will be open only to delegates participating in the annual meeting from 11 a.m. to 7 p.m. on March 30 and from 7:30 a.m. to 5 p.m. on March 31.

PlanetTran will offer complimentary shuttle service from locations in Cambridge, Woburn and Watertown. Visit www.MassBio.org for details.

MassBio means business in 2010

ANNUAL MEETING: from Page 1

Novel Chemistry, Biotherapeutics and others. In addition, the event will feature a luncheon honoring Michael W. Bonney, President & CEO of Cubist Pharmaceuticals with the MassBio Innovative Leadership Award, as well as a performance by the Longwood Symphony Orchestra, an inspired ensemble whose musicians are also medical professionals.

To learn more about the 2010 MassBio Annual Meeting and sponsorship opportunities, please contact lauren.laidlaw@ massbio.org or call 617-674-5147.

2010 ANNUAL MEETING SPEAKERS

Dr. David Altshuler, Deputy Director & Chief Academic Officer, Broad Institute of Harvard and MIT and Professor of Genetics and of Medicine, Harvard Medical School and Mass. General Hospital

Dr. Deborah Dunsire, *President & CEO,* Millennium: The Takeda Oncology Company

James C. Mullen, President & CEO, Biogen Idec

Brock Reeve, Executive Director, Harvard Stem Cell Institute

Dr. Richard Roberts, Chief Scientific Officer, New England Biolabs, Inc.Dr. Lee Rubin. Director of Translational

Medicine, Harvard Stem Cell Institute

Dr. Phillip A. Sharp, *Institute Professor*, Koch Institute for Integrative Cancer Research, Massachusetts Institute of Technology

Henri Termeer, *Chairman, President & CEO,* Genzyme Corporation

George M. Whitesides, Woodford L. and Ann A. Flowers University Professor, Harvard University

Dr. Leonard Zon, Grousbeck Professor of Pediatrics, Harvard Medical School, and Director, Stem Cell Program, Children's Hospital Boston

MEMBER NEWS

WELCOME NEW MEMBERS

451 Marketing Aberiona Laboratories Allostera Pharma Inc. American Heart Association **Biocius Life Sciences** Capsugel Celexion LLC Diagnostics for All, Inc. Eleven Biotherapeutics Envirologix Inc. Health Policy Associates i2 Chem, Inc. IPS Therapeutique Kala Pharmaceuticals MassBio Pharma NAI Hunneman Commercial Co. **OPK Biotech** Preti Flaherty ProMedica CRC, Inc. Ouanticate Inc. Safety Partners Inc. Seoul Metropolitan Government Synageva BioPharma Corp. Talaris Advisors L.L.C. TraceLink Inc. Trade Council of Denmark

virtify

Enterprise content compliance

The cost of bringing new drugs and medical devices to market today ranges from \$800 million to \$1.2 billion and research firm IDC estimates that roughly a quarter of these costs comes from the content requirements associated with working in a regulatory compliant environment.

As the life sciences industry and regulators work together to improve the new product submission and approval process, there are a number of different global standards and regulatory mandates that life sciences companies must comply with throughout the product lifecycle. Unfortunately, most life sciences organizations simply lack the process and technology to effectively operate and comply in this rapidly changing regulatory environment.

To address these needs, some life sciences companies are revisiting their existing systems and business processes. What's emerging is a

new set of Enterprise Content Compliance solutions that help life sciences companies manage and automate these processes to streamline compliance and reduce costs. Enterprise Content Compliance is enabled through a combination of best practices and state-of-the-art technologies that provide integrated, collaborative content authoring, review, and reuse across the product life cycle – from discovery through commercialization. These solutions are "standards-ready" to comply with different regulatory mandates.

The resulting benefits include reduced operational costs and the ability to bring higher quality products to market faster and more efficiently.

Virtify, a MassBio member company, is the market leader in Enterprise Content Compliance solutions for life sciences. For more information, visit www.virtify.com.



Providing translation and interpreting services

LSI, a leading provider of language translation services, has recently launched the LSI Foundation to perform translations, interpreting and related language services for charitable and educational purposes.

The 43-year-old company has a long history of donating its services for pro bono legal cases and volunteering for humanitarian translation projects. Recognizing an increased need for those services, LSI has taken its charitable work to a higher level. In February, the company donated \$1 million for start-up and development of the foundation. The funds will provide support services for translators and interpreters worldwide who would like to contribute their services to worthy causes.

"As multi-lingual communities continue to grow, so does the critical need for translation and interpreting," said LSI President Martin Roberts. "Whether it's an organization working to help feed their neighbors in need or a free clinic trying to understand their patients, the LSI Foundation has been formed to assist these deserving causes. Giving back is truly the best part of our job as translation experts."

HAEHOPE Dyax launches HAE Hope

A new, online resource is now available for patients with hereditary angioedema (HAE), their caregivers and physicians. The website, www.HAEHope.com, launched in January by Dyax Corp., offers resources to help patients and their families better understand and manage HAE — a rare, genetic disease characterized

by episodes of severe and painful swelling.

A number of features of HAE
Hope are designed to help patients
with HAE to better understand and
manage the disease. These include,
an "Ask the Expert" feature
offering responses from an HAE
treating physician, key questions to
facilitate a discussion with a

healthcare professional, and a personalized wallet card identifying a patient as someone with HAE and describing typical disease symptoms to use in case of an emergency. It also includes helpful tips from HAE patients on topics ranging from managing attacks to parenting a child with HAE, as well as links to other

online resources.

"HAE Hope provides valuable information that can better equip patients to gain more control over their disease and handle the challenging situations they confront regularly," said patient Greg Costa, who was diagnosed with HAE at age 19, more than 20 years ago.



MassBio members continue to save

As Fisher Scientific enters its second year of partnership with MassBio, the savings are adding up. Part of Waltham-based Thermo Fisher Scientific, the preferred supplier continues to offer MassBio members convenience and choice, providing a complete portfolio of laboratory equipment, chemicals, supplies and services through the MassBio Purchasing Consortium.

MassBio members are saving from 5 to 12 percent on their orders. Dr. Henry Paulus, senior scientist at Boston Biomedical Research Institute (BBRI), has had nothing but high ratings for Fisher Scientific.

"Fisher has always been one of our major vendors," said Paulus. "As a supplier, they have a large stock and items available at fairly short-notice. The quality of products is high, as is the service."

Within the past year, BBRI has profited from Fisher Scientific's partnership with MassBio. Benefits include customized promotions, as well as consortium pricing. A majority of members also receive next day delivery on high-volume items.

"Since MassBio named Fisher a preferred vender, they've been able to negotiate new benefits – such as no shipping costs," said Paulus. "That's excellent for us. We've seen significant savings."

MassBio members can access more than 700,000 products from Fisher Scientific including the broadest portfolio of antibodies and industry leading cell culture brands. Fisher Scientific also offers MassBio members timesaving services such as on-site replenishment programs. Its New Lab Start-Up program provides savings on essential supplies for new laboratories and its Hotlist offers aggressive pricing on products that biotech customers order most often.

To learn more about Fisher Scientific, contact Jeannie Deegan, MassBio account manager at 800-955-9999 ext. 1996231.

VOLUNTARY BENEFITS. PROTECTION WHEN IT'S NEEDED MOST.

Quite simply, voluntary benefits can make the difference between financial survival and ruin. Yet, this combination of health, disability and life adds little cost to an employer's overall package.

Consider also that 26 million of the 79 million baby boomers are projected to have a serious disability lasting more than 5 years. Which makes the need for voluntary benefits clear – not to mention they can also be a very effective recruiting tool.

It's no wonder that companies requesting quotes are up 32% in 2009 – a figure that will likely continue to grow in the years ahead.

One of the main reasons employees like voluntary plans is that they're twice as likely to feel employers care about their well being. One of the main reasons employees like voluntary plans is that they're twice as likely to feel employers care about their well being.

In short, many companies are adding voluntary benefits today for a variety of reasons:

- More employee choice, flexibility and satisfaction.
- Fill gaps in company-sponsored benefits, especially between old and new benefit plan designs.
- Better prices with group rates.

Take a closer look at voluntary benefits and see how they offer big advantages for very little cost.

Indigo Insurance Services offers a full range of voluntary benefits including short and long term disability and life.





U.S. POSTAGE **PAID** CAMBRIDGE, MA 02142 PERMIT NO. 981

PRESORT-STD

One Cambridge Center, Cambridge, MA 02142

Patient profile: John Kane

Diabetes patient perseveres with the help of Organogenesis

By Meaghan Casey

As seasoned middle school teacher John Kane can attest, some of the most important life lessons take place when and where you least expect them.

The Weymouth resident, who was a fixture at Galvin Middle School in Canton for 34 years, was reunited in his retirement with a number of former students now employed by



John Kane

the world's leading regenerative medicine company -Organogenesis, based in Canton.

"It's ironic that the students I once helped ended up being the ones to help me," said Kane. "It was emotional for me, and for them. I told them, 'If it wasn't for you all and the work you do, I wouldn't have this leg.

Kane was diagnosed with diabetes 23 years ago and has since battled poor circulation, infection and other ramifications of the disease. As a result, he underwent a number of bypass surgeries and, ultimately, the amputation of his right leg. That was six years ago. The following year, Kane developed cellulites in his left leg and was again hospitalized. The infection spread over a period of a few months and Kane lost his toes and a section of infected bone

To prevent further loss, Kane's podiatrist at Boston Medical Center advised him to undergo a unique and advanced skin repair therapy for non-healing sores. The bilayered cell product, Apligraf®, is the flagship technology of Organogenesis. It consists of living cells and collagen – with the cells producing additional proteins that may stimulate healing. It is placed directly on the wound to help regenerate new skin. In just four weeks, Kane's wounds healed without any further complications.

"Had it not been for Apligraf, another infection was inevitable and I most certainly would have lost my left leg and been homebound," said Kane. "The new technology gave me the chance to once again get out and continue with my

Kane, who also suffered a stroke that diminished his sense

See PATIENT Page 6



John Kane spoke to Organogenesis employees at a 2007 press conference at which the company announced a major expansion of its headquarters in Canton. Above, Kane is shown with his wife, Mary McKay-Kane, and Dr. Christopher Locke. PHOTOS: BILL MCCARTY