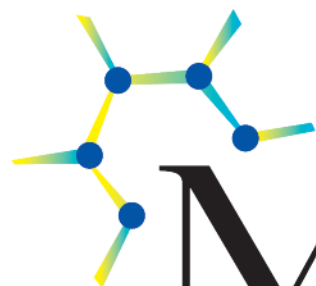




POLICY LEADERSHIP BREAKFAST

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MassBio news

MASSACHUSETTS BIOTECHNOLOGY COUNCIL



The 2013 MassBio Annual Meeting will be held March 14-15 at the Royal Sonesta. Themed “The Business of Science,” the event will focus on the most timely and critical challenges facing the biotechnology industry today. FDA Commissioner Margaret Hamburg will deliver the keynote address. **Page 6**



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2013: CONNECT, COLLABORATE, INNOVATE



ROBERT K. COUGHLIN

As we move forward in 2013, we are coming off a very busy year on Beacon Hill and Capital Hill, both in terms of the changing political landscape, with recent elections and re-elections, as well as impending appointments and campaigns. In addition, we face some challenges as an industry as we continue to implement the Affordable Care Act at the federal level and embark on the implementation of the state's new law regarding health care cost containment.

This year, as always, MassBio will continue to advocate for legislative initiatives and regulations that protect the incredible ideas that are born in the preeminent academic institutions and medical centers right here in the Commonwealth. We know

that the industry's success in Massachusetts is a result of innovation and talent – the scientists, venture capitalists and entrepreneurs researching, developing and manufacturing groundbreaking therapies and technologies that improve the lives of patients.

Both here in Massachusetts and in D.C., we continue to work with legislators, policy makers and other stakeholders to bolster our industry's position as an economic engine in Massachusetts, and to fully articulate the impacts of legislative and regulatory proposals on the patients we serve. I thank those of you who participated in our annual Policy Leadership Breakfast, and I encourage all of you to register for two of our upcoming events – the MA CRO/CMO Symposium and the 2013 MassBio Annual Meeting –

both of which promise to be must-attend events to connect, collaborate and innovate. We are thrilled to have FDA Commissioner Margaret Hamburg as the keynote speaker at our annual meeting, and Jose Maria Fernandez, a researcher at the MIT Sloan Laboratory for Financial Engineering, and Janice Bourque, the managing director of Life Sciences at Hercules Technology Growth Capital to lead the keynote fireside chat at the MA CRO/CMO Symposium.

Thank you for your continued support and I look forward to seeing you in the coming weeks.

Robert K. Coughlin is President & CEO of MassBio.

MassBio news

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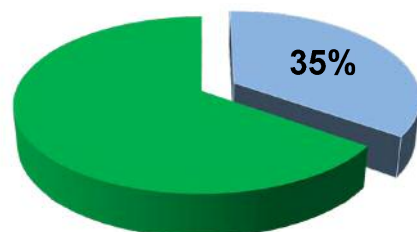
Massachusetts Headquartered Drug Companies: 2012 Financials

40 publicly-traded drug companies

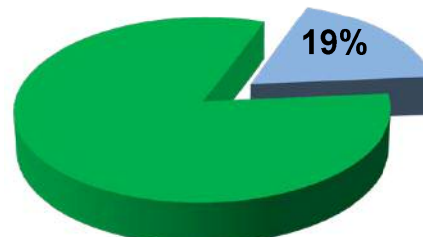
\$101.4 billion market capitalization

\$11.3 billion in Rx sales revenue

R&D investment as
percentage of Rx Sales



R&D investment as
percentage of Revenue



Source: Evaluate Pharma

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Boston Open Labs
Broadview Ventures
CAPTRUST Financial Advisors
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DeuteRx, LLC
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For more information on membership,
Contact Jon Allard at 617-674-5100 or
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PURCHASING UPDATE

MASSBIO PURCHASING CONSORTIUM NOW INCLUDES JOVE & ALLSTEEL INC.

MassBio members can now access savings on a peer reviewed, PubMed indexed-video journal and award-winning workplace furniture through new partnerships with the Journal of Visualized Experiments (JoVE) and Allsteel Inc.

JoVE, established in 2006, is the first and only journal to publish scientific research in a video format. Using an international network of



videographers, JoVE films and edits videos of researchers performing new experimental techniques in labs, allowing scientists to learn them much

more quickly. As of October 2012, JoVE has published biological, medical, chemical and physical research in a cutting-edge video format from an international community of nearly 6,000 authors.

The JoVE/MassBio partnership features an average 25-percent discount on subscriptions for MassBio members, a fixed subscription rate (no increase at time of renewal), access to all back issues, as well as a 15-percent discount on scientific video production rates. JoVE has also created a special discount program for MassBio's small member companies (20 employees or fewer) with a flat journal subscription fee of \$3,000.

Allsteel Inc. has been designing, building and delivering award-winning workplace furniture solutions since 1912. As the originator of the lateral file, Allsteel continues its commitment to innovation with its extensive product portfolio.

The Allsteel/MassBio partnership features tiered discounting on all products, Quick Ship programs, lifetime warranties, LEED certification submission support, local dealer assistance and more. The furniture offering includes every product in the Allsteel portfolio, and the program addresses both large projects and the day-to-day smaller purchases, with very deep discounts, and no minimum orders. Seating, workstations and collaborative products are all part of the program.



The MassBio Purchasing Consortium leverages the power of the collective membership to negotiate contracts with vendors that save member companies significant amounts of money. Additional current consortium contracts include bulk gases, packaged cylinder gases, chemical and biomedical waste removal, lab supplies, office supplies, lab equipment maintenance, travel services, shipping services and mobile solutions.

To see contract highlights and learn how to access these new savings, visit www.massbio.org.

Q&A WITH MARY DUNKLE

VICE PRESIDENT FOR COMMUNICATIONS



NORD

National Organization for Rare Disorders



Q What is Rare Disease Day? How has the day helped advance advocacy efforts for rare diseases?

A Rare Disease Day is an international awareness day to bring widespread recognition of rare diseases as a global public health challenge. The day is celebrated on the last day of February every year. In 2013, it will be observed on Feb. 28.

Q Can you tell us a little bit about Rare Disease Day's history and the Orphan Drug Act?

A Rare Disease Day was established in Europe by 2008 by the European Organisation for Rare Diseases (EURORDIS). The following year, EURORDIS asked NORD to establish and sponsor it in the U.S. Since then, it has spread worldwide, and last year, Rare Disease Day was observed in more than 60 countries. Each country has a national sponsor, and the sponsors meet beforehand each year to plan an annual theme, shared messages and other activities so that people are celebrating in similar ways all around the world. This year's observance of Rare Disease Day will have special significance in the U.S. because 2013 marks the 30th anniversary of the Orphan Drug Act. This is a law, enacted in 1983, that provides financial incentives that make it possible for pharmaceutical and biotechnology companies to make the necessary investment to develop products for small patient populations. Those incentives include, for instance, seven years of marketing exclusivity if a product is approved as an orphan.

Q What is the meaning behind this year's theme "Rare Disorders Without Borders"?

A The theme was selected by the global planning committee, and the intention is to demonstrate global solidarity of the rare disease community. We feel that it's very important to have people all over the world promoting the same theme and messages each year. One of NORD's consistent messages to our members is: Alone we are rare. Together we are strong. The same is true for the global rare disease community.

Q What opportunities are available for life sciences companies interested in getting involved?

A Rare Disease Day celebrates the partnership among patient organizations, life sciences companies, academic researchers, practicing clinicians, NIH, FDA and all the other rare disease/orphan product stakeholders. We all share the same end goal — safe, effective treatments and cures for patients. Many companies will host events for their employees, and NORD is providing some resources such as a video from

our president thanking company employees for the work they do on behalf of patients. Also, this year we are promoting State House events in other states, similar to the one MassBio co-hosts. Life sciences companies in those states may want to be involved in those events.

The states where events are currently being organized are California, Connecticut, New Jersey and Texas, in addition to Massachusetts. Companies may also want to send out press releases in support of the day, and NORD is happy to make a press kit and/or sample release available for that purpose. We also have some pins, wristbands and notepads to make available to those hosting events.

Q How can individuals get involved in the day?

A On the national website — RareDiseaseDay.US — we have posted suggestions for individuals. For instance, we have created suggestions for bringing Rare Disease Day into the classroom with elementary, middle school and high school students. We encourage teachers to use these resources and parents to make their children's teachers aware of them. We also have a "Handprints Across America" photo gallery on the website where people can download a free flier with the Rare Disease Day logo and submit a photo of themselves holding it. We have some great photos already. And we'll have a 24-hour advocacy campaign on Rare Disease Day through which individuals will be able to write to their elected officials. Individuals are planning special events in communities across the U.S. We'll be posting those on the national website so that people can see if there is an event planned in their community.

MassBio will host a Rare Disease Day event at the State House on Feb. 28 at 2 p.m. All are welcome — no registration required. Visit www.massbio.org for more information.

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2ND ANNUAL MA CRO/CMO SYMPOSIUM

KEYNOTE SPEAKERS JOSE-MARIA FERNANDEZ, RESEARCHER AT THE MIT SLOAN LABORATORY, AND JANICE BOURQUE, MANAGING DIRECTOR OF LIFE SCIENCES AT HERCULES TECHNOLOGY GROWTH CAPITAL



The second annual MA CRO/CMO Symposium, taking place Monday, Feb. 25 at the Boston Marriott in Newton, will shine a spotlight on the strength and success of the CRO and CMO communities in the Commonwealth.

The goal of the symposium is to



bring together the biopharmaceutical industry and the Massachusetts CRO/CMO cluster – which provides the scientific external resources required to support a virtual and semi-virtual company from conception through

commercialization – and showcase

the roles these types of partnerships are playing in accelerating drug development.

The event will allow attendees to evaluate the best alternatives that have evolved in shortening time to market. A series of case studies, interactive panel discussions and networking sessions will provide ample time to explore the various techniques and approaches being used by both virtual and established companies.

Topics for the day include:

- Recent Approaches in Sourcing
- Discovery through IND-Enabling Studies
- IND to Commercial Manufacturing
- IND through Launch: Facilitated Roundtable Discussions on 10 Hot Topics
- Early Formulation Development & CMC
- Trends Towards & Best Practices for Use of Virtual Resources

Keynote speakers will be Jose-Maria Fernandez, a researcher at the MIT Sloan Laboratory for Financial Engineering, and Janice Bourque, the managing director of Life Sciences at Hercules Technology Growth Capital – a specialty finance company providing secured loans and equity financing solutions to venture capital and private equity firms, and small-cap public life science companies at all stages of development. The company has committed \$2.9 billion to more than 200 life science, technology

and clean tech companies.

Bourque has more than 25 years of life science experience and focuses on emerging growth-stage life science companies. Before joining Hercules in 2010, Bourque provided strategic corporate investor fundraising for Commons Capital and Oxford Bioscience Partners to create a global health fund focused on innovative healthcare investments for emerging and developing countries. She also was senior vice president and group head-life sciences for Comerica Bank for four years and served as MassBio's president & CEO for 12 years. She has been named one of *Boston Magazine's* 100 most influential women and *Newton Living's* 10 most influential women. She also serves as Emeritus Director of the MIT Koch Institute for Integrative Cancer Research.

Fernandez's recent work has focused on the creation of new models to finance scientific research. More specifically, along with Professor Andrew Lo and Dr. Roger Stein, he has applied the principles of structured finance and portfolio theory to design a new type of biomedical investment vehicle that issues research based obligations to finance the development of new cures for cancer. Prior to his work at MIT, he worked in debt capital markets for more than 10 years.

An exhibition area will connect attendees with companies that offer services from research to commercial manufacturing. The event will conclude with a networking reception.

For more information, contact Elizabeth Steele at 617-674-5100 or elizabeth.steele@massbio.org.

2013 MASSBIO ANNUAL MEETING ADDRESSES THE BUSINESS OF SCIENCE

The 2013 MassBio Annual Meeting will be held March 14-15 at the Royal Sonesta. Themed "The Business of Science," the event will focus on the most timely and critical challenges facing the Massachusetts biotechnology industry today.

FDA Commissioner Margaret Hamburg will deliver the keynote address. A graduate of Harvard



FDA Commissioner Margaret Hamburg will deliver the keynote.

Medical School, Hamburg became the 21st commissioner of food and drugs in 2009. She is committed to strengthening programs and policies that enable the agency to carry out its mission to protect and promote the public health.

Through a series of presentations, panel discussions, interactive working sessions and extensive networking opportunities, the goals of the annual meeting are to discuss and debate the most relevant science and business topics driving industry's innovation challenges; promote collaboration with industry scientists, CSOs and other life sciences leaders to enhance scientific and business understanding, augment deal flow and connections; forge new scientific and business relationships; and build the network of up-and-coming academic scientists.

Conference-wide panels will focus on overcoming barriers in translational drug development and the challenges and opportunities in research resource-sharing. Breakout

session topics in the science track will focus on oncology, personalized medicine and companion diagnostics, neurodegenerative diseases, RNA therapeutics and antibody drug conjugates. The business track will include sessions on healthcare reimbursement strategies, rare disease therapies, antibiotics from a business perspective and the future of biosimilars.

Throughout the meeting and during the reception, posters will be on display to present data on groundbreaking discoveries, or on translational research that could lead to industry collaboration. MassBio Dollars will be distributed to attendees who can "invest" in the best science they see. The deadline to apply for poster presentations is February 14.

Sponsorship opportunities are also available. Contact Elizabeth Steele at 617-674-5100 or Elizabeth.Steele@massbio.org for more information.



Attendees were engaged at the 2012 MassBio Annual Meeting.





MASSBIOED RECEIVES \$250,000 GRANT TO BRING TO EIGHT NEW SCHOOLS

The MassBioEd Foundation will expand its proven biotech education program, BioTeach, to eight new public high schools this year, thanks to a grant from the Massachusetts Life Sciences Center (MLSC).

MassBioEd will use the \$250,000 from the MLSC's Equipment and Supplies for Skills Training and Education Program to provide schools with professional development for teachers, curriculum for three biotech labs and up to \$16,000 for materials and equipment for school labs.

Eight of the 15 schools participating in BioTeach through this grant are brand new to the program, bringing the total number of participating public schools in Massachusetts to 185. New schools include:

- Bay Path Regional Vocational Technical High School
- Barnstable High School
- Fitchburg High School



- Greater New Bedford Regional Vocational Technical
- Haverhill High School
- Montachusett Regional Vocational Technical School
- Northeast Metropolitan Regional Voc Tech School
- Taunton High School

MassBioEd was one of 31 schools and programs to receive an award through the second round of the MLSC's matching grant program, which totaled \$3.2 million in grants to support the purchase of life sciences training equipment and supplies at vocational technical schools and public high schools in Massachusetts' Gateway Cities, and workforce training programs across the state.

Learn more about MassBioEd and BioTeach at massbioed.org.

NEW YEAR, NEW COURSES, NEW INSTRUCTORS

MassBioEd is offering new courses in 2013 to meet the needs of MassBio members and the ever-evolving life sciences industry.



BIOPHARMACEUTICAL BUSINESS & CORPORATE DEVELOPMENT EXECUTIVE TRAINING

This two-day course will feature sessions on important business development topics and best practices with seasoned business professionals and Katrine Bosley, one of FierceBiotech's "Top 10 Women in Biotech" in 2012, will be the seminar's keynote speaker.

"Sell-side business development is the lifeblood of biotech yet there has never been a standardized way of practicing the art. Our course on best practices is practical from not just the strategic but also the tactics of successful deal making."

- GEOFF MEYERSON, COURSE INSTRUCTOR,
CO-FOUNDER OF LOCUST WALK PARTNERS

- Dates: Tuesday, March 12 and Wednesday, March 13
- Times: 7:30 a.m. to 7:30 p.m.; 8 a.m. to 4:30 p.m.
- Cost: \$1495 for MassBio members; \$1995 for non-members.

CROSS-CULTURAL BIOTECH PRESENTATION SKILLS

This seminar program will include two half-days and will provide interactive workshops around communication styles, perception and persuasion, cross-cultural communications and public speaking.

"Science is a universal language but when you're presenting to a cross cultural audience, it can easily get lost in translation. This course provides practical tips for anyone who works in the global biotech industry or is a non-native English speaker."

- KELLYANNE DIGNAN, COURSE INSTRUCTOR,
ASSOCIATE VP OF RASKY BAERLEIN STRATEGIC COMMUNICATIONS INC.

- Dates: Wednesday, Feb. 27 and Wednesday, March 6
- Times: 8:30 a.m. to 12 p.m.
- Cost: \$1295 MassBio members; \$1445 non-members

BIOTECH 101

This course, designed especially for non-scientists in the industry, will cover the basic science, techniques, applications, terminology, and issues in the biotech industry today.

"Whether you're new to biotech, or haven't taken a science class in a while, Biotech 101 will give you the background, and basic understanding of the "language" of Biotech."

- MASHA HARELI, COURSE INSTRUCTOR

- Dates: Thursday, Feb. 28 and Friday, March 1
- Times: 9 a.m. to 4:30 p.m.
- Cost: \$1095 MassBio members; \$1245 non-members

LIFE SCIENCE LEADERSHIP & MANAGEMENT

This two day seminar program will teach scientists the leadership and management skills needed to take their careers to the next level. The course will be highly interactive and will involve small-group discussions of case studies using examples that are specific and relevant to the life sciences.

"As soon as a group of people must work together to achieve a goal, then management and leadership skills become important in ensuring they are as productive and effective as possible."

- DR. GWEN ACTON, COURSE INSTRUCTOR, CEO OF VIVO GROUP

- Dates: Wednesday, March 13 and Wednesday, March 20
- Times: 9 a.m. to 5 p.m.
- Cost: \$1395 MassBio members; \$1545 non-members

All programs will be held at the MassBio offices, 300 Technology Square 8th Floor, Cambridge. To view a full course listing and to register, visit www.massbioed.org/courses.

If your company has 50 or fewer employees you may be eligible to receive up to 50 percent reimbursement for the cost of training under the state's Workforce Training Fund Express Grant Program. Contact courses@massbio.org to learn more.



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**PATIENT
PROFILE**



Manny Hernandez lives with LADA.

DIABETES NETWORK FOUNDER FINDS HIS VOICE

A nonprofit leader, recognized social media author and passionate diabetes advocate, Manny Hernandez has lived with Latent Autoimmune Diabetes in Adults (LADA) since 2002.

Sometimes referred to as type 1.5 diabetes, LADA can be classified as a more slowly progressing variation of type 1 diabetes, yet it is often misdiagnosed as type 2.

NOT IN IT ALONE

Hernandez was one of those patients incorrectly diagnosed with type 2 and sent home with a treatment of Metformin, diet and exercise. When that treatment proved to be unsuccessful, he was referred to an endocrinologist, tested positive for Glutamic acid decarboxylase (GAD) antibodies – a marker of type 1 – and put on an insulin treatment. He was formally diagnosed with LADA in 2007.

“When you are first diagnosed with diabetes, the amount of information you have to learn is overwhelming,” said Hernandez. “And in the educational materials that people with diabetes typically get presented with, the voice of the patient is frequently missing. When you incorporate the perspective of the patient, the realities of life with diabetes are uncovered.”

To provide others with that personal perspective, Hernandez began blogging about his experience shortly after his diagnosis. In 2007, he founded the social network TuDiabetes.org, and its Spanish sister site EsTuDiabetes.org. The network has more than 26,000 members.

“Nobody with diabetes should ever feel alone,” Hernandez said. “With the proliferation of online communities, you can connect with someone in India, the Philippines or just the other side of town. This facilitates a more open dialogue and a richer exchange, which empowers us and generates a positive impact within ourselves and the community.”

In 2008, Hernandez and his wife, Andreina Davila, co-founded the Diabetes Hands Foundation to further connect,

engage and empower people touched by diabetes. He served as the foundation’s chairman between 2008 and 2012, developing the board from five members to 14 and supporting the organization’s growth to nearly \$500,000 in annual revenue. As president of the foundation, he is responsible for program strategy, fundraising and partnership development. In addition, he has published books and is a frequent speaker at conferences on the topic of the intersection of social media and health.

Nationally, Novo Nordisk, the world’s leading diabetes care company, has announced a new partnership with the Diabetes Hands Foundation, to ask, “Do You Know Diabetes?” The cornerstone of the partnership is an interactive quiz to test consumers’ knowledge of diabetes facts, risk factors and statistics, and provide valuable education about the disease. You can learn more about diabetes by taking the “Do You Know Diabetes?” quiz today. Visit www.DoYouKnowDiabetes.com or join the conversation on Twitter using the hashtag #DiabetesFYI.

“Living with a chronic condition can make it difficult to relate to other people or allow others to relate to you because your condition doesn’t go away,” said Hernandez. “The ability for people to connect with each other, even at a very basic level, helps them get support.”

Born in Venezuela, Hernandez now lives in Palo Alto, Calif. with his wife and son. He earned his master’s degree from Cornell University and has more than 15 years of experience in team and project management.

