

## **International Society of CNS Clinical Trials and Methodology**

**Preparing for Medicine of the Future:  
Personalized Medicine Opportunities  
/Challenges and How to Meet Them**

**October 6, 2009**

**Loews Coronado Bay**

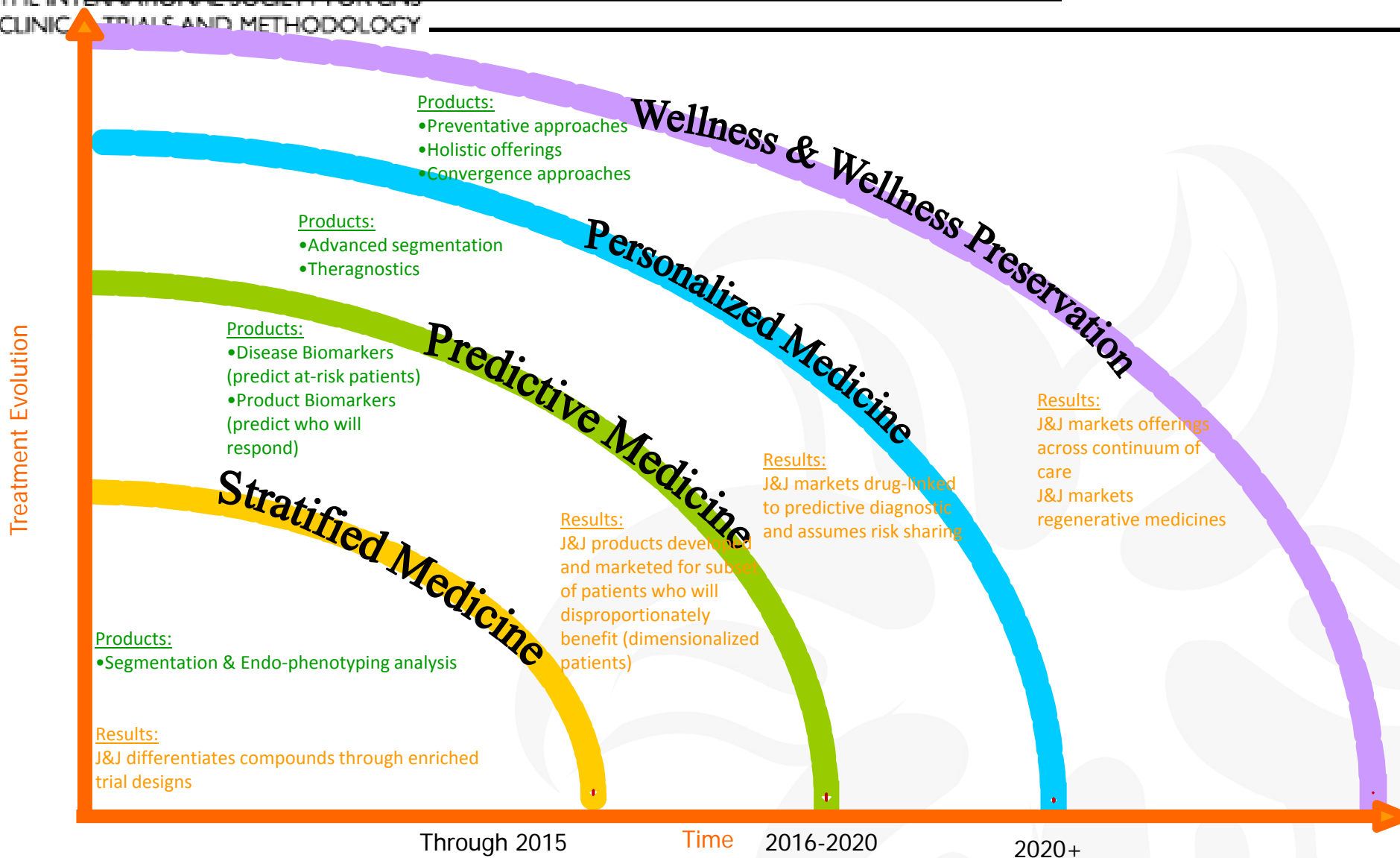
**San Diego, CA**

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CNS Vision: "Transform individual lives affected by neuropsychiatric illnesses before devastation occurs"

THE INTERNATIONAL SOCIETY FOR CLINICAL TRIALS AND METHODOLOGY



- **How do the indications change (or not change) in a era of personalized medicine?**
    - **Gene-specific?**
    - **Polygenetic specific?**
    - **Proteomic specific?**
    - **Genetic-proteomic-environment specific?**
    - **Drug specific?**
  - **What will be required to get this indication?**
  - **What will the label look like?**
  - **What will be the specificity of the safety information for the efficacy indication?**
  - **How will the patent be protected?**
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- **Who will pay for development of each subindication?**
  - **Who will keep information after the patent expires?**
  - **Who will be able to manage the information?**
  - **Will there be a requirement for use of this information when treating patients?**
  - **Which pieces of the available information be used?**
    - **Who will be the arbiter of the “relevant” information?**
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- **Which diagnostic tests will be used? And who will pay for them?**
- **What are the implications for health care policy?**

