

‘Why Enhancing Diversity in Clinical Trials is Good Health Policy’

**NMQF 7th Annual Leadership Summit on Health Care Disparities/CBC
Health Brain Trust
Town Hall Meeting & Dinner
April 19, 2010**

Why Enhancing Diversity in Clinical Trials is Good Health Policy

Objectives:

To provide each panelists perspective, experience, & expertise on the need to diversity clinical research—an approach that is not only good policy but good for patients

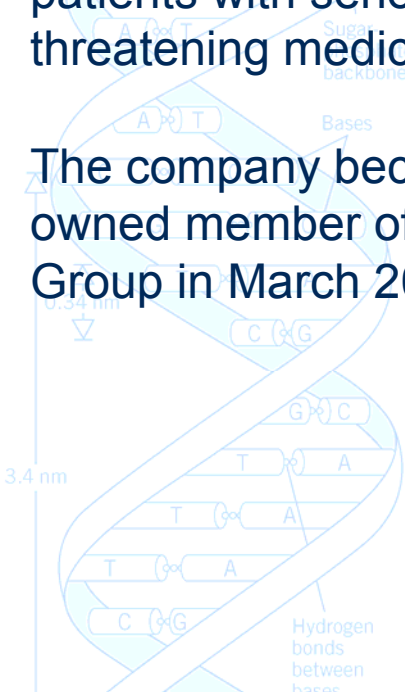
To provide highlights on:

1. The EDICT Project and its recommendations
2. The government's efforts to partner, develop, and support these policy recommendations
3. The patient's perspective and the crucial role of the patient advocacy for the success of these policies

To provide an opportunity for interaction and dialogue on these topics with the many important stakeholders

Founded more than 30 years ago, Genentech is a leading biotechnology company that discovers, develops, manufactures and commercializes medicines to treat patients with serious or life-threatening medical conditions.

The company became a wholly owned member of the Roche Group in March 2009.



The EDICT Project Aligns with Genentech's Goal of Putting Patients First

PUBLIC NEED

Lack of Diverse Representation in
Clinical Trials

'Gold Standard' of care not available to African-Americans,
Latinos, Asian Americans, Women and
Lower Socio-Economic Status Individuals

GENENTECH

Clinical Trial Expertise
Patient Advocacy Expertise
Scientific Approach
Mission-Meet Unmet Needs
Belief – No Patient will go without care
based on economic or social conditions

Taskforce Formed in 2004

Six year strategy

Two Focus areas:

Patient Empowerment & Health Science Education

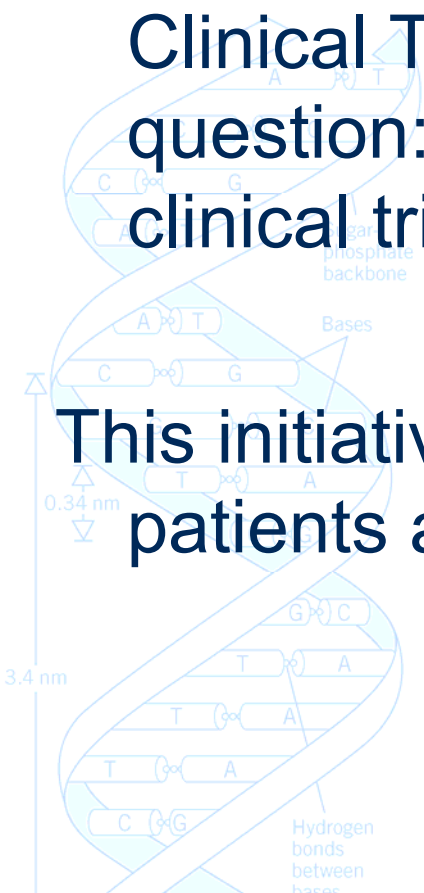
Interviewed Thought Leaders

Selection based on leadership & strong infrastructure

Baylor/EDICT & Genentech Partnership

In 2005, Genentech provided a \$5 Million grant to fund the groundbreaking Eliminating Disparities in Clinical Trials (EDICT) project to answer the question: How can disparities be eliminated in clinical trials?

This initiative aligns with Genentech's commitment to patients and diversity participation in clinical trials



Why Enhancing Diversity in Clinical Trials is Good Health Policy—The Panel

Panelists:

Armin Weinberg, PhD

**Professor Department of Medicine Baylor College of Medicine
Director Chronic Disease Prevention and Control Research Center
PI EDICT Project**

Garth Graham, MD, MPH

**Deputy Assistant Secretary for Minority Health, Office of Minority Health
Department of Health and Human Services**

Venus Gines

**Founder, Dia de la Mujer Latina, Inc.
EDICT Collaborator, Patient Advocate & Breast Cancer Survivor
Baylor College of Medicine**

James Powell, MD, CPI

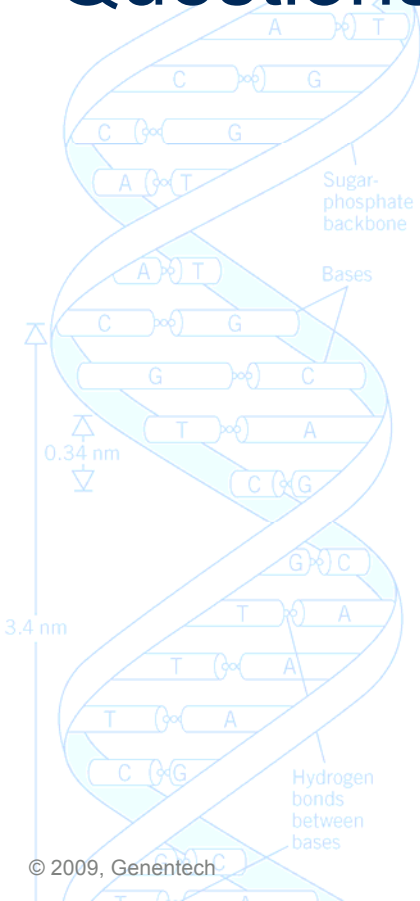
PI of the National Medical Association's project IMPACT

Moderator:

John Davis, MD, MPH

**Sr. Medical Director, Early Clinical Development for Genentech
Associate Professor of Clinical Medicine, University of California San Francisco**

Questions and Comments?



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Special Thanks:

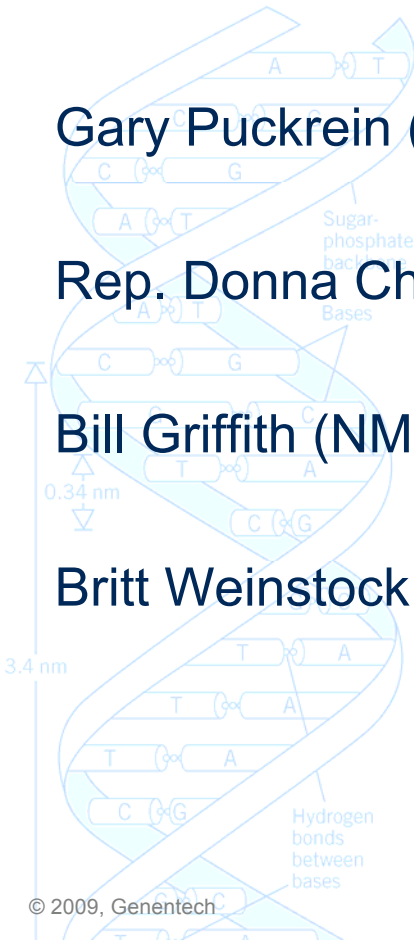
National Minority Quality Forum and Congressional Black Caucus Health Braintrust

Gary Puckrein (NMQF)

Rep. Donna Christensen (CBC Health Braintrust)

Bill Griffith (NMQF)

Britt Weinstock (Braintrust Policy Director)



Genentech
A Member of the Roche Group