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Nature Publishing Group partners with Worldwide Innovative Networking (WIN) in Personalized Cancer Medicine

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Contact: Grace Baynes
Corporate Public Relations, Nature Publishing Group
T:+44 (0)20 7014 4063
g.baynes@nature.com

Nature Publishing Group (NPG) is the official media partner to the 2010 WIN (Worldwide Innovative Networking) Symposium, it was announced today. The second annual **WIN Symposium**, which will be held in the Palais des Congrès, Paris, 7-9 July 2010, will bring together hundreds of oncology researchers from around the world to discuss how best to tailor therapies for patients with cancer. As part of the partnership, ***Nature Reviews Clinical Oncology*** will publish a personalized cancer medicine focus issue in 2011.

Clinical researchers, working in academia and the pharmaceutical industry, are starting to make real progress in understanding tumor pathology and identifying which patients will respond best to particular treatments. This approach—known as personalized cancer medicine—should give patients a better outcome and a more accurate view of their prognosis.

"We created the WIN Consortium to aid the rapid translation of ground-breaking personalized cancer medicine discoveries from the bench to the bedside. Led by WIN Consortium President, Professor John Mendelsohn of the University of Texas MD Anderson Cancer Center, this organization is a new cooperation between academia and the industry", explains Dr Vladimir Lazar, co-ordinator of the WIN Consortium and Head of Genomic Research Centre at the Institut Gustave Roussy, which is organizing the conference. "We believe that co-ordinated international collaborations are the best way of achieving rapid validation of breakthrough concepts and technologies to improve treatment outcomes for cancer."

"The challenges now facing oncologists are early diagnosis, the optimum ways to deliver individualized, tailored treatments and how to translate the latest research breakthroughs to the clinic" said Dr Lisa Hutchinson, Editor of *Nature Reviews Clinical Oncology*.

"Nature Publishing Group has built its reputation for excellence by publishing ground breaking research across the life, physical, and clinical sciences", says Dr James Butcher, Publisher of the eight clinical *Nature Reviews* journals. "We are delighted to be partnering with the WIN Consortium and its Scientific Advisory Board, which is co-chaired by two scientific visionaries---Dr Leroy Hood and Dr Richard Schilsky."

As part of the media partnership, Nature Publishing Group will be showcasing the breakthrough scientific technologies and achievements in personalized cancer medicine in a focus issue to be published in *Nature Reviews Clinical Oncology*. This special edition of the journal, which will be published early in 2011, will feature reviews written by prominent members of the WIN Consortium who will be leading the discussion at this year's symposium.

The WIN Consortium is a joint initiative of the **Institut Gustave Roussy** (France) and the **University of Texas M. D. Anderson Cancer Center** (USA), in association with several other leading cancer care institutions in Europe, the United States of America, Canada, and Asia.

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More information:

Nature Reviews Clinical Oncology focus issue article topics will include:

1. Early diagnosis and individualized treatment selection
Early diagnosis and individualized selection of treatments is a major way to decrease global cancer mortality and improve patient outcome. This article will cover the true unmet problems and societal challenges and crucially the solutions devised to help tackle these issues, including the Comprehensive Cancer Centre Alliance.

2. First understand then cure
The human genome provides a pivotal role in identifying clues for the next generation of treatments. The challenges for treatment are complicated by the fact different patient populations exist, and each population requires a different solution. The importance of early diagnosis is emphasized. Where do we stand in early diagnosis and personalized medicine across the continents?

3. Innovations in the development of targeted agents
Rapid advances in the development of new targeted agents and the optimal ways to integrate chemotherapy and targeted therapies in clinical trial testing will be discussed and debated. How high throughput technologies can help to achieve personalized care will also be covered.

4. Combining multiple high-throughput technologies
The importance of combining multiple high-throughput technologies in cancer diagnostics and therapy selection will be explored, and new initiatives being developed for at the Fred Hutchinson Cancer Research Center will be highlighted.

5. Challenges of the WIN-biobank
It will be important to standardize biospecimen repositories as a prerequisite for investigations conducted worldwide. The existing paradox in oncology is that bioresearch is mostly conducted on frozen samples but clinical application is mostly

conducted on formalin-fixed paraffin-embedded biospecimens, and this article will highlight some potential solutions to this problem.

6. Biomarker testing, validation and implementation
The biomarker field lacks a coherent effort to define and validate the use of biomarkers in clinical trials; therefore, major changes are needed for oncology progress regarding the testing, validation and implementation of biomarkers in clinical testing especially regarding design, cost and timeline issues. Initiatives to create a database of data from negative biomarker studies will also be discussed.

For more information, contact:

kdm communications limited
Sarah Khan : +44 1234 210555
www.kdm-communications.com
sarahk@kdm-communications.com

MF Congres
Michael Bia: +33 1 40 07 11 21
www.mfcongres.com
mbia@fr.oleane.com

About WIN Consortium

The WIN Consortium is a joint initiative of the **Institut Gustave Roussy** and the **University of Texas M. D. Anderson Cancer Center**, in association with several other leading cancer care institutions in Europe, the United States of America, Canada, and Asia. The Consortium aims to build new strategic alliances in oncology, creating innovative drug development programs and accelerating clinical trials and validation of new drugs for personalized cancer care. Its SITED program (standards in individualized treatment and early diagnosis) brings together academia and industry, undertaking a range of research and clinical projects to improve early diagnosis of cancer and to establish new treatment strategies.

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Nature Publishing Group (NPG) is a publisher of high impact scientific and medical information in print and online. NPG publishes journals, online databases and services across the life, physical, chemical and applied sciences and clinical medicine.

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