



For immediate release

**EPEMED, the European PERSONALISED MEDicine Diagnostics association announces
the appointment of its founding board of directors**

Nantes, France, October 28, 2009 – Newly created European PERSONALISED MEDicine Diagnostics association EPEMED, today announced the appointment of its founding board of directors.

EPEMED, www.epemed.org, a dynamic membership association formed in August 2009 as a not-for-profit organisation, will provide a platform for harmonisation in the development and implementation of value-based diagnostics across Europe, to make personalised medicine a reality. Personalized Medicine, the use of a person's clinical, genetic, genomic and environmental information to more precisely and accurately select a medication and its dose for each individual patient, will both improve care and lower costs.

EPEMED will count diverse membership from the diagnostic, pharmaceutical, device, academic communities as well as patient groups and professional service firms and will work with a common goal to:

- Move forward the field of personalised medicine across Europe through targeted education and sharing of ideas and business models
- Provide opinion leadership on policies related to personalised medicine in Europe
- Promote harmonization in the approach to personalised medicine at the European level
- Create joint programs with other international personalised medicine organisations

Founded and chaired by Alain Huriez M.D., of TcLand Expression - a French Molecular Diagnostic company - EPEMED will focus initially on education on the importance and benefits of personalised medicine diagnostics across Europe to the public, governments and private sectors.

As such, EPEMED's first mission is to foster the adoption of high value, high quality standard advanced diagnostics in support of Personalized Medicine in Europe and to drive value pricing and value reimbursement with a clear regulatory path in Europe for novel diagnostics and/or companion therapeutics.

EPEMED has appointed world recognized experts in the field of personalised medicine and molecular diagnostics as its founding board of directors:

- Alain Huriez, M.D., Chairman, *CEO TcLand Expression*
- Mara Aspinall, *President & CEO, On-Q-ity, ex. president, Genzyme Genetics*
- Vincent Fert, *President & CEO Ipsogen*
- Werner Kroll, Ph.D., *Head Diagnostics Research and Innovation Novartis Molecular Diagnostics*
- Iain D. Miller, Ph.D., *Senior Director, Oncology Strategy and Theranostics, bioMerieux*

- Herman Spolders, BVBA, *CEO Oncomethylome Sciences*
- Patrick F. Terry, *founder Genomic Health & PMC, CEO Technic Solutions*

“It is now time for European players in the field of personalised medicine and high-value diagnostics to join forces to shape the environment and accelerate access of their innovations in Europe” stated Alain Huriez, EPEMED founder. “The next few years will see deep changes in medical care due to the development of break-through innovations in the field of molecular diagnostics that will help clinicians in better treating their patients. It is our responsibility to make sure that these innovations will be made available to European patients and as a result, to make Europe an attractive place for innovations, financial and industrial investments in the area of personalised medicine diagnostics.”

EPEMED

Information available on www.epemed.org (regular updates).

Membership conditions available at www.epemed.org & membership@epemed.org

Further information by writing at contact@epemed.org

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