

# "How to Beat Cancer"

## Dr. Jay ("Marty") Tenenbaum

### Founder Cancer Commons

Breathtaking advances in technology have provided an unprecedented view of how cancers operate; however despite these advances, cancer still kills millions of people each year. Conventional clinical trial designs, developed at a time when nobody understood the molecular complexity and diversity of cancer, have reached a point of diminishing returns. Dr. Tenenbaum will discuss an emerging rapid learning paradigm that tightly integrates research and clinical care in an effort to dramatically accelerate the rate of progress in treating cancer. Instead of developing treatments in a lab and testing them in randomized trials on patients who likely have many different molecular diseases, this approach uses the latest scientific knowledge, tools and investigational drugs to help each patient achieve the best possible outcome. Everything learned is then immediately shared to benefit other patients and focus research on unmet needs.

In this new paradigm, cancer is managed as a chronic disease using an evolving cocktail of targeted- and immuno- therapies individualized for each patient, much like HIV. Dr. Tenenbaum will discuss the challenges and opportunities of this personalized approach to oncology from both a patient and industry perspective:

- Which are the best drugs and trials for me?
- How can I get timely and affordable access to the latest investigational drugs?
- How can we slash the time and cost of drug development so that the economics work for therapies that target small subsets of patients?
- Can cancer research be funded, one patient at a time?

Marty Tenenbaum is a renowned computer scientist, Internet entrepreneur and cancer survivor. He founded Cancer Commons and CollabRx (NASDAQ: CRLX) to help each cancer patient obtain the best possible outcome. He was an Internet commerce pioneer, having founded or co-founded Enterprise Integration Technologies (1990, acquired by VeriFone), CommerceNet (1994), Veo Systems (1996, acquired by Commerce One), and Webify Solutions (2002, acquired by IBM). He also served as an officer and Director of Medstory (acquired by Microsoft).

Dr. Tenenbaum is a fellow and former board member of the American Association for Artificial Intelligence, and a former consulting professor of Computer Science at Stanford. He currently serves on the boards of Efficient Finance, Patients Like Me, and the Public Library of Science (PLoS). He holds B.S. and M.S. degrees in Electrical Engineering from MIT, and a Ph.D. from Stanford.

Cancer Commons is a non-profit open science initiative, where cancer patients are treated in accord with the latest knowledge, and that knowledge is continually updated based on each patient's response. Learn more at [cancercommons.org](http://cancercommons.org).