

## Silicon Venture Personalized Medicine Presentation



**January 19, 2010** - Dr. Bruce Patterson's presentation at the Silicon Ventures Personalized Medicine conference on January 19, 2010 was well received among the audience. Dr. Patterson, a Pathologist by training, developed this technology while studying the pathogenesis of HIV at Stanford University, where he continues to consult for the Department of Virology. His unique specialty is combining his molecular expertise with his understanding of cells. The unique technology patented by Dr. Patterson, currently CEO of IncellDx, provides intracellular information that is more valuable and relevant than detecting the byproducts in plasma. Viruses start within the cell so by starting with the origin, more clinically relevant information is available.

The Phase 2 clinical trials utilizing the HIV<sup>TROPISM</sup> Technology, designed by IncellDx is instrumental in determining how each individual will respond to CCR5 inhibitors. By tailoring medication specifically to a patient's molecular make up, the outcomes are significantly improved from the former less innovative "one size fits all" strategy.

Innovation from IncellDx can be applied to many different diseases. In addition to HIV, IncellDx's technology has been applied to a novel approach to screening for cervical cancer. High-risk HPV, now well recognized as a necessary cause of cervical cancer, is being utilized as a primary screen for identifying patients at risk. While this approach has a very high Negative Predictive Value, the Positive Predictive Value is relatively low. A high number of false positives can lead to many women undergoing unnecessary and costly procedures.

The IncellDx product, HPV OncoTect E6, E7 m RNA test is CE-marked and currently being sold in Europe. By targeting the E6, E7 oncogenes inside the cell, this product can identify those patients who have HPV but also have the oncogenes present that put them at risk of developing cervical cancer. With this test, patients are identified at the early stage of pre-cancer and can be treated successfully. This test is more specific and will not identify those who are not at risk.

More predictive and more personalized medicine is the future of better healthcare. The patented technology from IncellDx is also being developed for novel personalized companion diagnostics that can be instrumental in guiding treatment for ovarian and also breast cancer.