



# Trends in Biomarker Innovation

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# Disclosures

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- Chief Commercial Officer Human Longevity, Inc.
- Founder and Chief Executive Officer 9990 Genomics
- Venture Partner FundRx
- Executive in Residence The Univ. of Utah, TVC
  
- Consulting Agreements with
  - Partners' Health Care

# Agenda

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- Biomarker Development
  - Idealized development path and evidence build
  - Case Study: CF DNA and NIPT
- Role of Academia in Biomarker Development Cycle
- Future Trends: Personalize Medicine
- Final thoughts: Utah as a Center for Innovation

# Biomarker Development Flow

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Biomarker  
Identification



Intended Use or  
Need



Context of Use

Is this an improvement over Status Quo?

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Patient Benefits

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Patient Risks

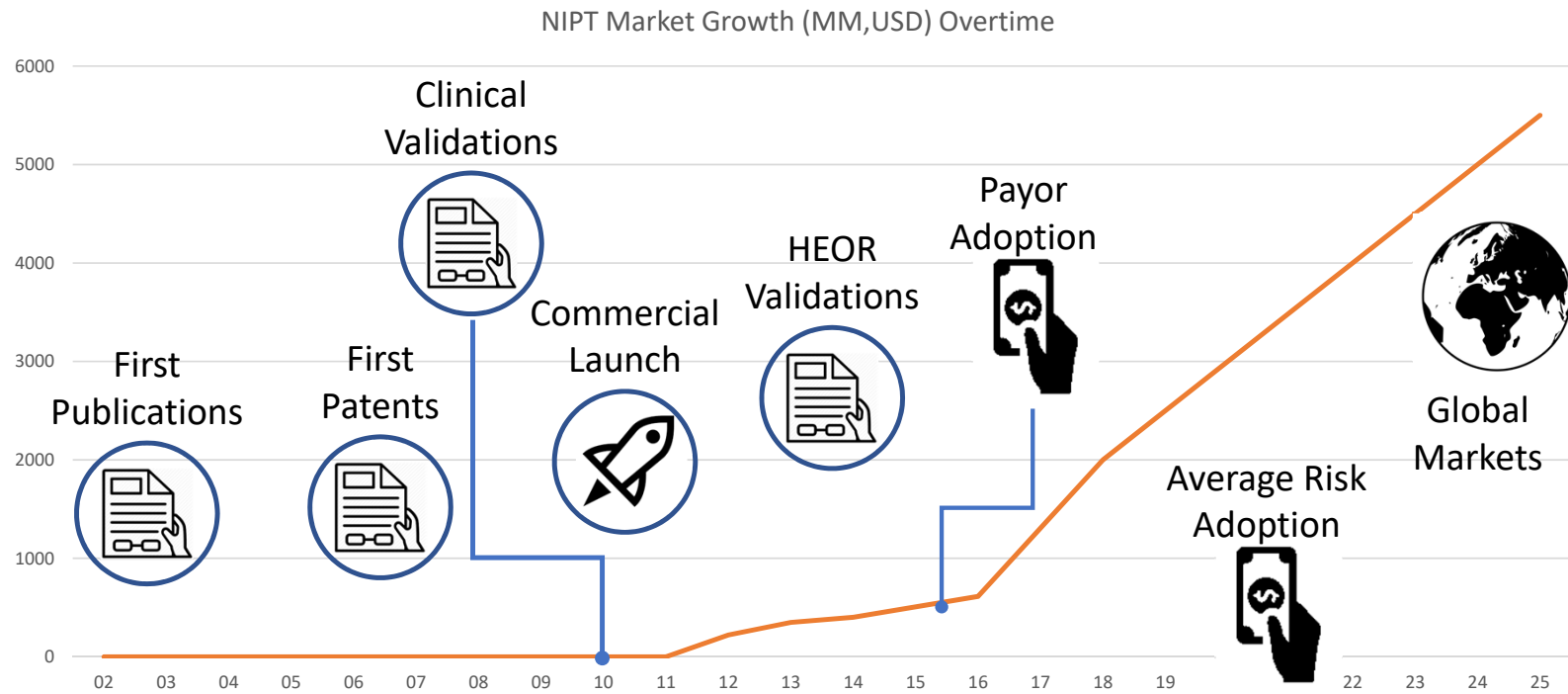


Validation Evidence

Clinical Evidence

Economic Evidence

# Case Study: CF-DNA and NIPT





Personalized Medicine:  
Extending the Health Human Lifespan



# Final Thoughts:

Utah & Biotechnology Entrepreneurship