

What problems have to be solved?

- Intellectual property
- Public perception
- My “annual” physical

“Annual” Checkup

- Height and weight
- Pulse and blood pressure
- Heart and breathing with a stethoscope
- Poked and prodded
- Reflexes checked with a rubber tomahawk
- Blood chemistry-lipids, cholesterol
- PSA

Problems

- Education of primary care physicians \$\$
- Physician only has 15 minutes
- Genetic privacy
- Direct to consumer testing
 - What are we going to do with the results?

Solutions

- Genetic Information Non-discrimination act
- Direct to consumer testing
 - Pay out of pocket for analysis
 - Two tier system
 - Concierge medicine
- Incentive to lower future costs

Intellectual Property/Public Perception

- Michael Crichton “Next”
- Evil VCs control human gene patents
- Recommends stop patenting genes and rescinding the Bayh-Dole act
- Published “Op-Ed” in New York Times
- Parade Magazine “How Gene Patents Are Putting Your Health at Risk”
- Bill introduced to ban gene patenting

Intellectual Property/Public Perception

- A Genetic Bill of Rights--From Lori Andrews, a professor at Chicago-Kent College of Law.
 - * You should have the right to refuse genetic testing and not to disclose genetic information, except in criminal cases in which there is individualized suspicion.
 - * You should not be discriminated against by insurers, employers, schools, courts, mortgage lenders or other institutions based on genetic tests.
 - * If you undergo genetic testing, you should have the right to control who receives the results.
 - * Your genes should not be used in research without your consent, even if your tissue sample has been made anonymous.
 - * Your genes should not be patented.

Solutions

- Public relations as an Industry
 - Fear of misuse of genetic information
 - Defense of the patent system
 - Try to mitigate damage of recent rules and proposed new rules