



# MassBio news

MASSACHUSETTS BIOTECHNOLOGY COUNCIL

EBD Group President Carola Schropp, Bridget Plank of HelmsBriscoe and MassBio President & CEO Robert K. Coughlin speak at BioPharm America.



JOINT

BioPharm America and the MassBio Investors Forum join forces for global partnering conference.

*Story, pages 4-5.*

INVESTMENT



Students get hands-on experience during a visit to Millennium: The Takeda Oncology Company.

## Shadow Day benefits students, companies

When Dr. Lisa Olson, Senior Director of Immunology at Abbott Laboratories, is looking to hire, she has difficulty finding entry-level candidates with experience or course work in pharmacology. That's why she jumped at the chance to host students at the first statewide Biotechnology Job Shadow Day.

"We have a responsibility to try to increase the interest in science and support science education," Olson said. "I think this is one way of doing that in

the sense that these students got to see what science and lab work can translate into a job."

On June 8, 13 Massachusetts high schools sent 350 students to 12 biotechnology companies across the state to participate in Biotechnology Job Shadow Day, which was sponsored and organized by MassBio and the Massachusetts Biotechnology Education Foundation (MassBioEd). The event pairs students with professionals in hopes of building Massachusetts' future

biotechnology workforce.

Students said the event gave them the opportunity to explore and develop a better understanding of the biotech industry and the careers available to them. Companies that took part in the event saw benefits to allowing students to get a first-hand look at their industry as well.

"I think it gives students a real life experience or appreciation for what doing science as a career actually

# We're pleased to have productive partnerships



**Robert K. Coughlin**

investor communities and top-level industry executives and business development teams

**W**elcome to the fall edition of *MassBio News*. We kicked off September with a bang, hosting our annual MassBio Investors Forum – an event that unites representatives from the finance and

in biotech, pharma and health care. It was a pleasure to partner for the first time with EBD Group and fold this year's event into BioPharm America.

Hosting BioPharm America in Massachusetts made perfect sense for many reasons, the most obvious of which is that we are the world premier cluster for biotechnology and life sciences research and innovation. This state is home to five of the top eight NIH-funded research institutions, world renowned colleges and universities and almost 500 biotechnology companies. That's the reason why world-class pharma

companies move their R&D to Massachusetts. Despite the difficult economy, we continue to grow and add jobs here.

As you know, business development is a contact sport, and our concentration of world-class players makes Massachusetts the spot for partnering. To support and enhance the connectivity needed to accelerate collaboration and partnering, MassBio has launched a suite of new programs aimed at fostering innovation and promoting collaboration here.

When we combine events like the Investors Forum with our other Innovation Services—

the popular Pharma Days series and our new mentoring program MassCONNECT—you have access to a network of potential partners year-round. Our newest offering, the Innovation Exchange, is the only true and secure Web-based connection between buyers and sellers, proven to help you accelerate partnering and deal-making.

I encourage each of you continue to take advantage of our programs and I thank you for your ongoing support.

*Robert K. Coughlin is President & CEO of the Massachusetts Biotechnology Council.*



MassBio President & CEO Robert K. Coughlin, left, and MassBio member Jay Calnan of J. Calnan & Associates, right, attended a reception welcoming Sen. Scott Brown to Washington.

## POLICY UPDATE

BY JOHN HEFFERNAN

MassBio continues to closely monitor legislative initiatives at both the state and federal level.

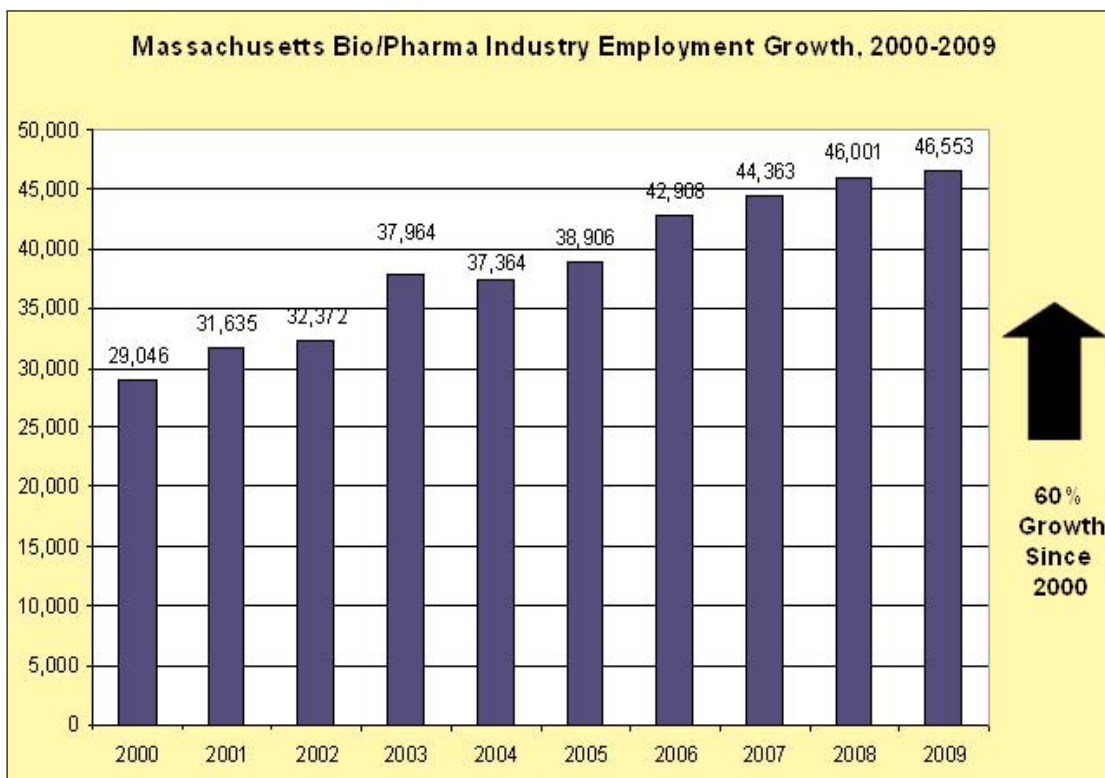
The Massachusetts Legislative session ended on July 31 – going right down to the wire. As reported in our last edition, MassBio has been working diligently on co-pay assistance legislation. Currently, Massachusetts is the only state in the country that does not allow consumers and patients to utilize rebates for medications and therapies and discounts provided by manufacturers. This impacts our member companies who want to implement programs they offer elsewhere here in Massachusetts. But more importantly, it is an issue of patient access. Why should we mandate all citizens to incur the significant cost of private health insurance yet then prohibit them saving on their out of pocket expenses? The House of Representatives agreed and unanimously passed the co-pay assistance measure. The Senate however did not act on the bill until the final hour of the session and added language that could not be accepted. We will continue to advocate for the bill during the informal session, and build on the success we had in this session to reintroduce it in January.

MassBio is hosting a luncheon forum for the gubernatorial candidates on Oct. 4 at the Boston Marriott Cambridge. The event, sponsored by Amgen and Abbott, will allow MassBio members to hear each candidate's position on a number of issues of interest to the industry. Please look for more information in your mail and inbox.

On the federal level, we continue to monitor and advocate for the industry through the process of implementing the new healthcare law. We will be working with other organizations and stakeholders to ensure we establish a clear position and communicate any negative impact this new law may have on our industry and innovators. Check out [www.massbio.org](http://www.massbio.org) for up-to-date resources and information on healthcare reform implementation.

*John Heffernan is Vice President of Policy & External Affairs at MassBio.*

## BIOTECH INDUSTRY FAST FACTS



**MassBio news**  
Massachusetts Biotechnology Council

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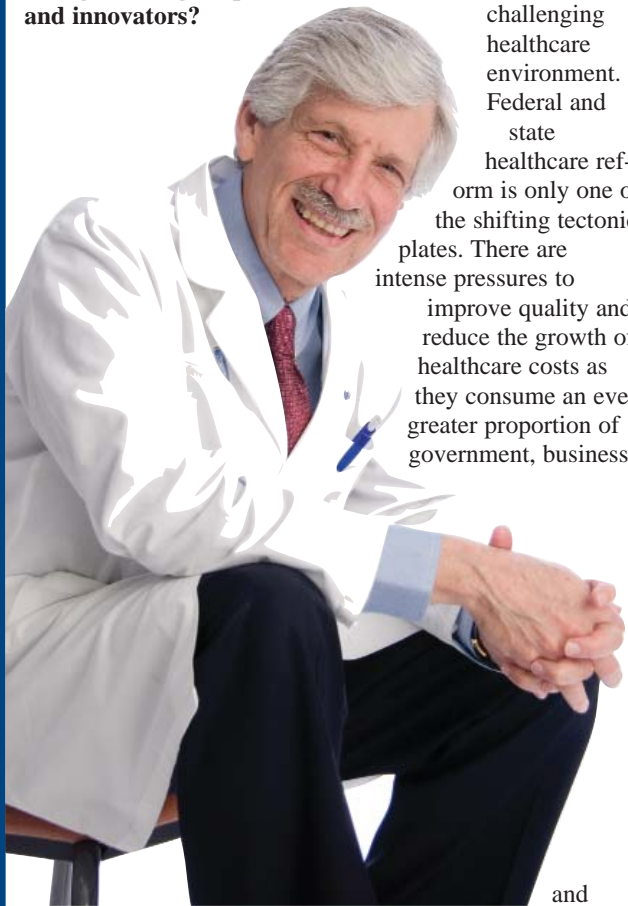
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# Q & A with DR. JAMES MANDELL

CEO of Boston Children's Hospital

**Q** What are the opportunities for teaching hospitals and innovation as the new healthcare reform law is implemented over the next several years? What are the challenges facing teaching hospitals and innovators?



**A** Providers face a very challenging healthcare environment. Federal and state healthcare reform is only one of the shifting tectonic plates. There are intense pressures to improve quality and reduce the growth of healthcare costs as they consume an ever greater proportion of government, business

and

household budgets. The shift toward a new global payments model is compelling us to rethink how we deliver care. With a greater emphasis on evidence-based medicine, there are pressures to demonstrate that care is effective and cost efficient.

But these challenges present great opportunities. At Children's Hospital, we are working at multiple levels through out the institution to improve care delivery, enhance the flow of information and reduce unit costs, while simultaneously improving the patient experience. We are testing a variety of innovative strategies, programs and technologies oriented towards generating greater health care value. There are very few pediatric quality measures and benchmarks, but these metrics are essential for decreasing unnecessary and unproven utilization.

The entire healthcare system needs to be reoriented towards health and wellness and early intervention in order to prevent problems from emerging. Children's Community Asthma Initiative is an excellent example of an approach that combines high quality clinical care with patient and family education and home-based interventions that address the environmental triggers of asthma. This program has reduced hospitalizations by 81 percent, emergency department visits by 65 percent and missed school days by 41 percent. Over a two-year period it has realized \$1.50 in savings for every \$1 invested.

There is a staggering amount of activity and innovation occurring in informatics and IT, electronic health records, genetics, stem cell research and the movement toward more personalized medicine, which is occurring throughout the healthcare system. Bringing these innovative programs, processes and technologies to scale, and changing the healthcare delivery and payment models at a system level is highly complicated. But the system's capacity to improve access and the quality and effectiveness of care requires greater alignment with cost and payment.

**Q** Children's has a longstanding commitment to funding vital early-stage research. How can we ameliorate the process by which technologies come out of academic or hospital settings and move toward commercialization and get these great ideas from the bench to the bedside in a more efficient and speedy manner?

**A** Children's is the leading pediatric research center in the world, with \$225 million in research funding. Our Translational Research program, Technology Development Fund, and our new Clinical Innovation Fund are increasing investment, providing the infrastructure and fostering the collaboration that helps speed the translation of basic research into commercially viable clinical applications.

The system of medical research and innovation depends entirely on collaboration. Increasing the rate of success and speed in translating basic research into actual drugs and therapies will require deepening and expanding relationships between research/teaching hospitals, biopharmaceutical companies and other sectors of the life sciences cluster.

We need to find ways to collaborate at the earliest stages of basic research and then continue to work together through testing and clinical trials all the way to bringing new products to market. The model we have now of academic medical centers conducting research and then patenting and licensing their findings to industry is not the most efficient mechanism for moving ideas from bench to bedside.

In the pediatric research field, because the universe of sick children is thankfully relatively small, only a handful of pediatric hospitals like Boston Children's have research enterprises of sufficient breadth and depth to fully exploit emerging opportunities in genomic and proteomic research. We have been supportive of establishing regional networks of scientists and institutions conducting pediatric research.

To read more of this Q&A go to [www.massbio.org](http://www.massbio.org).

## Former chairman leaves MassBio a better place

Michael D. Webb, past chairman of the MassBio Board of Directors, has stepped down after a decade of invaluable service to both the organization and the Commonwealth's life sciences industry.

Webb joined the MassBio board in 2000 and served as chairman from 2006-08. He stayed on as immediate past chairman until March of this year when Geoffrey Cox was elected chairman and Mark Leuchtenberger assumed the position of immediate past chairman. Webb officially departed from his board seat on Sept. 16.

"Mike led MassBio through some challenging times," said MassBio President & CEO Robert K. Coughlin. "We're in a better place as an industry and as an organization due to his keen business sense and ability to drill down, reach consensus and solve complicated issues."

Webb, who has more than 25 years of experience in healthcare and life sciences, serves as executive chairman of Virtify, Inc., a provider of software solutions for regulatory

compliance to life sciences companies. He is a founder and on the board of directors of Anchor Therapeutics (formerly Ascent Therapeutics), a venture-backed company focusing on oncology and inflammation



MIKE WEBB

treatments. Prior to founding Anchor, he served as CEO of EPIX Pharmaceuticals, Inc. from 1994 through 2005. During this period, EPIX grew from a venture-backed startup to the world leader in discovery and development of pharmaceuticals for imaging with MRI, achieving worldwide approval for its lead product.

A Sherborn resident, Webb currently serves on the boards of Wolfe Laboratories, the Kellogg Center for Biotechnology at Northwestern and the University of Kansas Institute for Advancing Medical Innovation. He also serves as a managing director of Exponential Pharma Ventures and is a senior advisor to Johnston Blakely & Company, a life sciences investment banking firm.

## MassBio launches Innovation Exchange

MassBio's Innovation Exchange has officially launched. The exchange, the only true and secure web-based connection between buyers and sellers, is proven to help MassBio members accelerate partnering and deal-making.

We are excited to have secured a number of verbal commitments from large pharma companies in the first month alone, and are working to reach a goal of 10 charter members by the close of 2010. Charter members receive a safe and secure "first look" access within the Innovation Exchange to leading edge technology and IP in the Massachusetts supercluster that meets their specific strategic pipeline requirements.

Become a charter member of the Innovation Exchange, and gain access to world class IP and leading biotech companies with platforms and technologies specific to your requirements, leading you to more efficient and effective business development. Each charter member will receive a customized innovation plan to maximize the MassBio network of cutting-

edge biotechnology companies and academic researchers.

The exchange will also be used to fully integrate MassBio's Pharma Day experience into a year-round model for greater collaboration and performance.

On the seller side, academic medical centers, universities and biotech companies looking to out license have a confidential and secure common application process that is both intuitive and business focused, a real-time status on the interest in their technology submissions and the ability to review the specific portfolio needs of the buyers in the exchange.

"We are thrilled to launch the Innovation Exchange, which we know leverages MassBio's established status as a convener of buyers and sellers, and our existing suite of programs and services focused on innovation and collaboration," said Imran Nasrullah, MassBio Chief Business Officer.

For more information, e-mail [Imran.nasrullah@massbio.org](mailto:Imran.nasrullah@massbio.org), call 617-674-5100 or go to [www.massbio.org](http://www.massbio.org).

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# JOINT INVESTMENT

## Forum spurs global collaboration

BY MEAGHAN CASEY

In collaboration with BioPharm America, the MassBio Investors Forum brought together more than 900 biotech, pharma and financial leaders from across the globe to partner with and invest in the Commonwealth's most innovative companies.

Now in its third year, BioPharm America has grown to become a central hub for U.S. and international life science firms to develop the partnerships that lead to tomorrow's medical innovations. The MassBio Investors Forum, in its 12<sup>th</sup> year, continues to be New England's largest biotechnology investment meeting. The first-time combined event – deemed North America's premiere partnering conference – created a unique, high-powered business exchange uniting international and world-class life sciences companies for three days at the Marriot Boston Copley Place.

"This year, we were pleased to partner with MassBio as they folded their Investors Forum into BioPharm America," said EBD Group, Inc. President Carola Schropp. "The result was an even more dynamic event, further uniting the international biotech partnering and financial communities to help them raise capital, form licensing agreements or enter into co-development deals."

The event, held Sept. 15-17, challenged attendees to delve into key issues, new business approaches and policy trends underlying strategic

MassBio's panel discussions addressed financing innovation, global collaborative business models, emerging financial models for Phase I/II assets, and strategic investments and alliances. Panelists discussed the dual pressure of increasing drug development costs and the decreased availability of capital, which is forcing companies to be more resourceful.

"When the money is flowing, people don't act as innovatively," said Alan Crane, general partner of Polaris Venture Partners. "Right now, we're finding ways to create value without massive infusions of equity. Looking at the technology that's already available and sourcing your capital creatively is absolutely critical."

"The traditional model has evolved," said Ivan Gergel, Endo Pharmaceuticals Executive VP, R&D. "Ten to 15 years ago, we were relying more on the individual. Today, with Internet and globalization, you can do a lot more for a lot less."

"There's been a transformation from brick and mortar companies to virtual collaboration," agreed Alain Stricker-Krongrad, CSO of Charles River Laboratories.

The panelists also discussed the power of collaboration among industry, academia and philanthropic organizations as a means to reduce expenditure and extend cash.

"The key to success for long-term collaboration is if both partners believe that only by working together can they achieve something much greater than working alone," said Uwe Schoenbeck, Pfizer CSO of Worldwide R&D and



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decision making. Topics included the new healthcare ecosystem, access to innovation, personalized medicine and bridging the gap between science and commercial success. Isaac Kohane, Henderson Professor of Pediatrics and Health Sciences and Technology at Harvard Medical School delivered the opening keynote address. Daphne Zohar, founder of PureTech Ventures; Robert Langer, Institute Professor at MIT; Gary Neil, corporate vice president of Johnson & Johnson; Mary Tanner, managing director of Peter J. Solomon Company; and Patrick Vallance, head of medicines discovery and development at GlaxoSmithKline served on the keynote panel, discussing the hidden factors that can either cement a partnering deal or destroy it.

External R&D Innovation. "It has to be trust-based," said Gergel. "Problems in the past emerged when companies expected their partners to do it all. Each side has to commit to sharing the risk."

The three-day event concluded with a Translational Medicine Day, exploring the success and challenges of early stage partnerships. MassBio Chief Business Officer Imran Nasrullah served as moderator to two panels, Bridging the Innovation Gap: Success Stories – which explored the success of three academic investigators who launched companies – and From Idea to Company: Fundamental Building Blocks – which outlined the nuts and bolts of successfully transferring technology out of the laboratories and into start-ups.

# Shadow Day benefits students, companies

## SHADOW DAY: FROM PAGE 1

means,” said David Reif, Associate Director of Cancer Research at AstraZeneca and chairman of the MassBioEd Foundation Board of Directors. “This event was a way for our scientists to reach out to up-and-coming high school students that may have an interest in science careers.”

Francis McLoughlin, Senior Manager, Corporate Communications of Cubist Pharmaceuticals, had a student shadow him for the day. He was paired up with a student from Lexington High School who, according to McLoughlin, showed interest in a variety of fields in the biotech industry.

“He was interested in legal issues having to do with pharmaceuticals, and had some really advanced questions for me,” McLoughlin said. “I think that a lot of the students became interested in the

fact that biopharmaceutical companies are not all about sciences.”

McLoughlin explained that he left the day with a feeling that students began to understand that there are a lot of other aspects that go into the business of biotechnology, and there is plenty of opportunity to find an area that may be of interest to them in the future.

Abbott, AstraZeneca and Cubist have all expressed interest in participating in the next job shadow event.

“As I was looking out at the crowd at the end of the day, the students looked tired but the employees looked like they wanted to do it again right away,” Reif said.

The next Biotechnology Job Shadow Day will be held October 27. Companies interested in hosting students can contact Suzanne Grillo at [suzanne.grillo@massbio.org](mailto:suzanne.grillo@massbio.org).



Bellingham High School students watch a 3D presentation on DNA at EMD Serono.



Wolfe Laboratories and Cubist Pharmaceuticals were among 12 companies that hosted students at the first Biotechnology Job Shadow Day.

# Yale researcher named American Cancer Society Fellow

BY EMILY PROCKNAL

Dr. Robert Tomko, a researcher at Yale University, has dedicated himself to developing new therapies to target and kill cancer cells. It is that dedication that has earned him the latest fellowship in the American Cancer Society and MassBio Cancer Research Challenge.

“I became interested in cancer research because it’s such a prevalent disease,” said Tomko, whose fellowship was funded by Cambridge-based Millennium: The Takeda Oncology Company. “Everyone knows someone who’s been affected by cancer, myself included.”

Tomko is conducting research to help him understand the assembly of the eukaryotic proteasome, which is a very large protein complex located in the nucleus and the

cytoplasm. Tomko describes the proteasome as “a cellular garbage disposal” responsible for breaking down damaged or unneeded proteins in the cell. It’s composed of at least 33 different protein subunits, many of which are present in more than one copy. In response to a variety of cellular conditions, the abundance or specific molecular composition of these proteasomes can be altered. In fact, there is increasing evidence that altering proteasome assembly helps cancer cells become resistant to chemotherapy.

“At the most basic level, what we’re trying to do is understand how cells are able to take these 33 subunits and put them together with high fidelity into the proteasome,” Tomko said. “Hopefully with that knowledge we can develop new therapies to target and kill cancer cells.”

At Yale, Tomko is using two approaches to conduct his research. First, he and his team are making use of yeast genetics to investigate proteasome assembly inside cells and, second, they are trying to reconstitute assembly of proteasomes inside a test tube from highly purified subunits and components. He said the fellowship is a win-win.

“In my opinion, this fellowship is something that is good for everyone,” Tomko said. “It provides us with the funding to do the research. For cancer patients, survivors, or people who may one day have it, advancing our knowledge has the potential to provide new therapeutics. For biotech companies that donate, it provides an indirect benefit as well because the information we provide can allow them to fine-tune their process to find cancer drugs.”



DR. ROBERT TOMKO



MassBio President & CEO Robert K. Coughlin, second from right, joins, from left, John Jordan and John Gustofson of AstraZeneca, Bonni Kirkwood of Deloitte and Burt Abel of Wyman Street Advisors.

## NEW DISCOUNT PROGRAM FOR MEMBERS

The MassBio Member-to-Member Discount Program, which launched in July, provides the exclusive opportunity for MassBio members to offer discounts on their products and services to fellow members for a small fee.

Members have the opportunity to:

- ◆ gain added exposure and advertising with MassBio's growing community of more than 600 member organizations;
- ◆ stimulate new business by joining a network of trusted providers;
- ◆ tailor discounts on products and services (or offer value-added benefits) to the Massachusetts life sciences market; and
- ◆ join an initiative encouraging member companies to support other MassBio members.

"From MassBio's standpoint, it's a win-win because the program is another value added benefit of membership while also assisting our members in stimulating new business and receiving competitive discounts," said Kendalle Burlin Brown, Esq., MassBio Director of Purchasing and Contracts.

MassBio is currently running a special – three free months – for all members who would like to offer a discount on products or services to other members. Sign up at [http://www.massbio.org/members/member\\_to\\_member/post\\_listing](http://www.massbio.org/members/member_to_member/post_listing) by Dec. 31 to take advantage of the offer.

# Competing for a cause

## 16th annual Golf Classic builds bio-science literacy

Nearly 300 of the Commonwealth's biotech professionals and vendors teed off at the 16th annual MassBio Golf Classic, held Sept. 10 at Stow Acres Country Club, raising \$100,000 to build bio-science literacy.

Proceeds from the Golf Classic help the MassBioEd Foundation fulfill its mission to

promote and deliver quality biotechnology educational experiences in schools, the workplace and in the community. MassBioEd's BioTeach program strives to provide every public high school in Massachusetts with the skills and tools that are necessary to teach biotechnology. Since 2005, BioTeach has

engaged high school students with hands-on lab experiences that inspire scientific curiosity, understanding and, for many students, a career in the life sciences. To date, 179 schools have participated in the BioTeach program and MassBioEd has awarded more than \$2 million in grants for classroom lab supplies.



Marlborough High teacher Bill Rigney thanks sponsors and players for supporting MassBioEd.



Airgas employees served their famous ice cream at the reception.



Bob Coughlin congratulates the first-place team on the South course: Sherwood Butler, Bill Whooley, Raj Bhangoo and Ryan Whooley. The foursome finished at 11-under par.

## MEMBER NEWS

MassBio member Vertex Pharmaceuticals Incorporated has selected MassBio member Linguistic Systems, Inc. as a strategic contractor to be its preferred provider of translation services. This selection was conducted by Vertex's primary office in Cambridge, Mass., however, services may be requested from any of their major facilities for a number of major languages.

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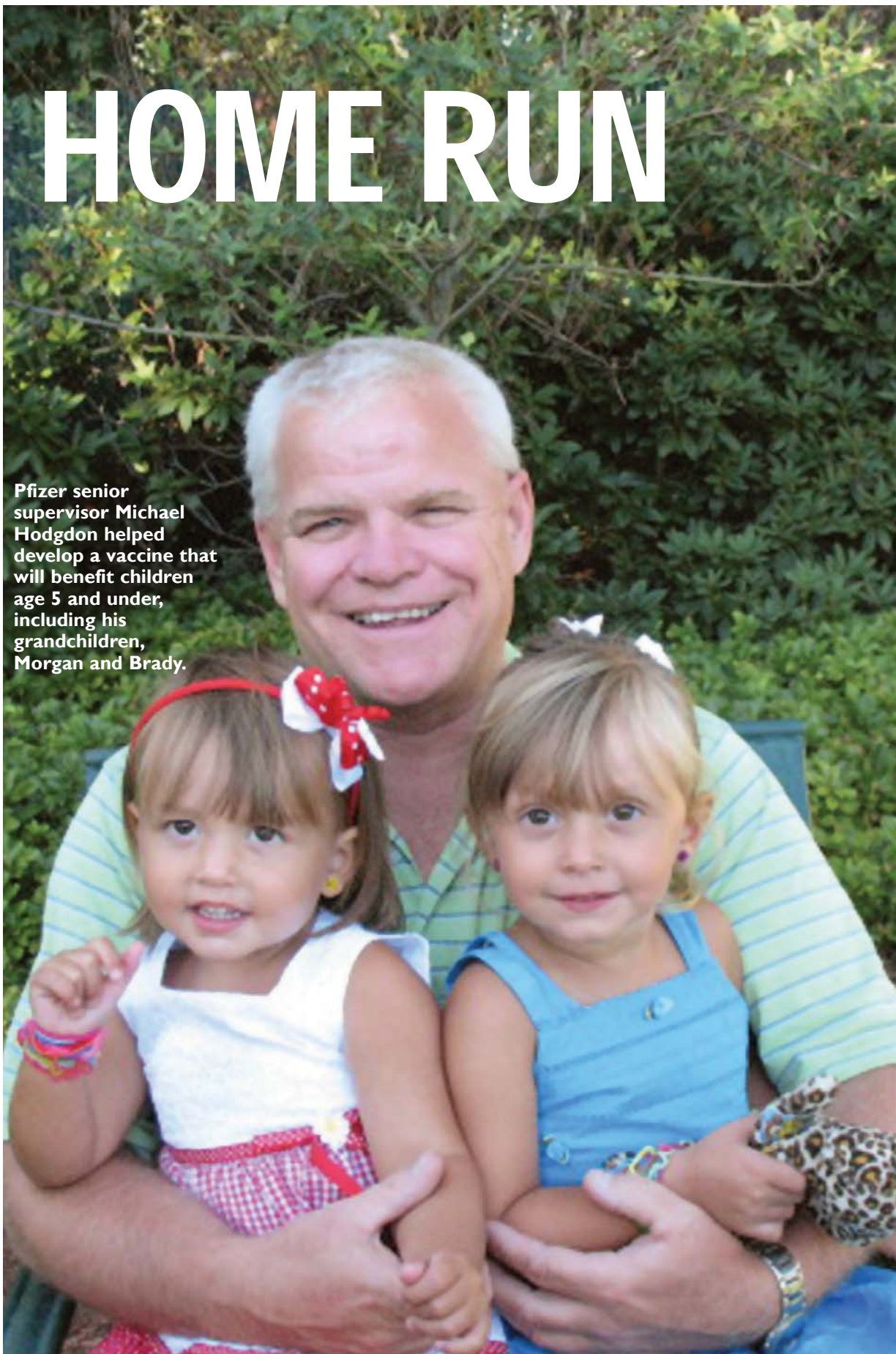
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## PATIENT PROFILE

# HOME RUN

Pfizer senior supervisor Michael Hodgdon helped develop a vaccine that will benefit children age 5 and under, including his grandchildren, Morgan and Brady.



## Pfizer vaccine helps protect children from serious illness

BY MEAGHAN CASEY

It's not every day a grandfather's work is potentially lifesaving. But for Michael Hodgdon, senior supervisor at Pfizer's Andover facility, it is.

Hodgdon has played an integral role in the development of eight products on the market right now, including the new pediatric vaccine Prevnar 13® (Pneumococcal 13-valent Conjugate Vaccine [Diphtheria CRM197 Protein]) – a product he has focused his attention on for four years.

“That's the longest I've ever been on a project, but it's by choice,” said Hodgdon. “It's exciting what we're doing. No matter what your day is like, you can go home thinking, ‘I just helped thousands of kids around the world.’”

Approved for children 6 weeks through 5 years of age in the U.S., Prevnar 13 helps prevent invasive pneumococcal disease caused by some of the most common strains of the bacteria threatening young children today. Invasive pneumococcal disease includes bacterial meningitis, which is an inflammation of the covering of the brain and spinal cord.

The reality of Hodgdon's work hit close to home a few months ago, when his granddaughters, Brady, 3, and Morgan, 2, received the Prevnar 13 vaccine.

“My daughter told them, ‘Grandpa made it with love,’” he said. “We take pride in what we do here and strive for safety first. I know first-hand how it's made and about our rigorous safety standards. I would never hesitate to have my grandbabies vaccinated.”

Prevnar 13 was approved by the U.S. Food and Drug Administration in February and is also on the market in a number of countries throughout Europe, Asia and South America.

“I love this product,” said Hodgdon, who has been working in the biotech field since 1988. “You can't overestimate the value it will have, especially in the world's poorest countries where children die of pneumonia all the time.”

According to a World Health Organization estimate, pneumococcal disease is the leading cause of vaccine-preventable death worldwide in children younger than five years old.

The Centers for Disease Control and Prevention and the American Academy of Pediatrics recommend the use of Prevnar 13 in infants and young children. The new 13-valent vaccine replaces its predecessor, Prevnar®, which was introduced in 2000 to help protect against seven strains of pneumococcal bacteria. Prevnar 13 includes the seven strains in Prevnar plus six additional strains including the most common ones threatening infants and young children in the U.S. today.

Prevnar was developed by Wyeth, which was acquired late last year by Pfizer. Pfizer's Andover researchers played an integral role in the development of Prevnar 13, and in 2011 Pfizer's Andover site will become a key worldwide manufacturing facility for the polysaccharide component used in the production of Prevnar 13.

Pfizer now employs more than 2000 people at four sites in Andover and Cambridge.