



For Immediate Release

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**Genomic Profiling Study Brings Personalized Medicine to
Metastatic Bladder Cancer Patients**

Bethesda, MD - September 24, 2015 -- The Bladder Cancer Advocacy Network (BCAN) and Paradigm today announced a partnership for the launch of a large-scale genomically-driven bladder cancer study. The Hoosier Cancer Research Network (HCRN) will act as the coordinating center.

This prospective study is the first project of the Bladder Cancer Genomics Consortium (BCGC), a collaborative effort between BCAN and major medical centers. The BCGC's goal is to develop an enriched understanding of the genomic profile of bladder cancer to facilitate the development of novel therapeutics. Bladder cancer is the fifth most commonly diagnosed cancer in the U.S., with nearly 75,000 new cases and 16,000 deaths in 2015.

Eight institutions, recognized for their expertise in bladder cancer are expected to participate in the study, including Dana Farber Cancer Institute; Johns Hopkins; MD Anderson Cancer Center; Memorial Sloan-Kettering Cancer Center; The University of Chicago; University of Michigan; and University of North Carolina at Chapel Hill.

The participating centers will initially enroll 200 patients with metastatic urothelial cancer. Paradigm will genomically profile the patients using next-generation sequencing (NGS). The patients' physicians will receive the results of the NGS profiles and information about potential clinical trials related to their patients' NGS findings. HCRN will house the data created in the study, which will be accessible to all partners of BCGC for collaborative translational research and to help facilitate the development of novel clinical trials.

BCAN will invest an initial \$1.6 million from private philanthropy, including the James Family Foundation, to support the study management, support services, and genomic sequencing reporting – costs which are often a barrier to personalized care for patients.

Matthew Milowsky, M.D., Chair of the BCGC Genomics Advisory Board, and Principal Investigator for this project explained, "Improved patient care is the core of BCAN's research initiatives. We hope this new program will be a game-changer in the field of bladder cancer research, bringing new treatment options to those who need it now, and fostering collaborative translational research that will ultimately save lives."

Paradigm's emerging reputation as a leading NGS provider and their ability to interrogate the most clinically actionable alterations for this study at a high degree of quality within one week was a major selection factor.

"We are proud to have been selected as a core partner for this groundbreaking project with BCAN. The data generated will provide significant utility to patients, treating clinicians and pharma through the combination of outcomes and tracking the extraordinary responders," noted Robert J. Penny M.D., Ph.D., CEO of Paradigm.

Hoosier Cancer Research Network Chief Scientific Officer Bert H. O'Neil, M.D., said, "We are excited to work with BCAN on this important initiative that will provide a wealth of data to investigators and should result in some key insights about defining molecular targets in bladder cancer for novel therapies."

BCAN will launch the BCGC initiative with a briefing on Capitol Hill on October 7, 2015 at 3:30 pm Eastern time. The briefing will highlight the program details and the need for increased funding for bladder cancer research. A recording of the briefing will be available at www.bcan.org.

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About The Bladder Cancer Advocacy Network (BCAN)

The Bladder Cancer Advocacy Network, Inc. (BCAN) is a not-for-profit organization established in 2005 as the first national patient-based advocacy organization for bladder cancer. BCAN serves as the leading voice for bladder cancer in the United States by providing resources to those diagnosed with the disease, their families, caregivers and the medical community. The organization is setting the agenda for bladder cancer by promoting and funding collaborative and cutting-edge research programs and providing critical patient support and education services. Each year, it provides thousands of patients, caregivers, and the medical community with the educational resources and support services they need to navigate their bladder cancer journey. BCAN works collaboratively with the medical and research professionals who are dedicated to the prevention, diagnosis, and treatment of bladder cancer. BCAN empowers the patient community by allowing them to share their experiences with others and to participate in building awareness of the need for a cure. <http://www.bcan.org>

About PARADIGM

Paradigm is a molecular information corporation established to bring cutting-edge diagnostics to cancer patients and industry by providing information about the genomic makeup of the patient's cancer and potential therapies based on the specific characterization of the patient's tumor that can impact the patient's course of treatment. Paradigm's Next-Generation Sequencing based diagnostic test PCDx provides oncologists and patients with more precise information about the specific cancer pathways in the patient and associations between the pathways and the specific drugs available that can affect the cancer to allow for more effective decision-making. The test is driven by supporting data and literature and provides more choices for patient care than currently available on the market. For more information visit <http://www.paradigmdx.org>.

About Hoosier Cancer Research Network

[Hoosier Cancer Research Network](#) (formerly known as Hoosier Oncology Group) conducts innovative cancer research in partnership with academic and community physicians and

scientists across the United States and internationally. The organization provides comprehensive clinical trial management and support, from conception through publication. Created in 1984 as a program of the [Walther Cancer Institute](#), Hoosier Cancer Research Network became an independent nonprofit clinical research organization in 2007. Since its founding, Hoosier Cancer Research Network has initiated more than 150 trials in a variety of cancer types and supportive care, resulting in more than 300 publications. More than 4,600 subjects have participated in Hoosier Cancer Research Network clinical trials.
<http://www.hoosiercancer.org/>