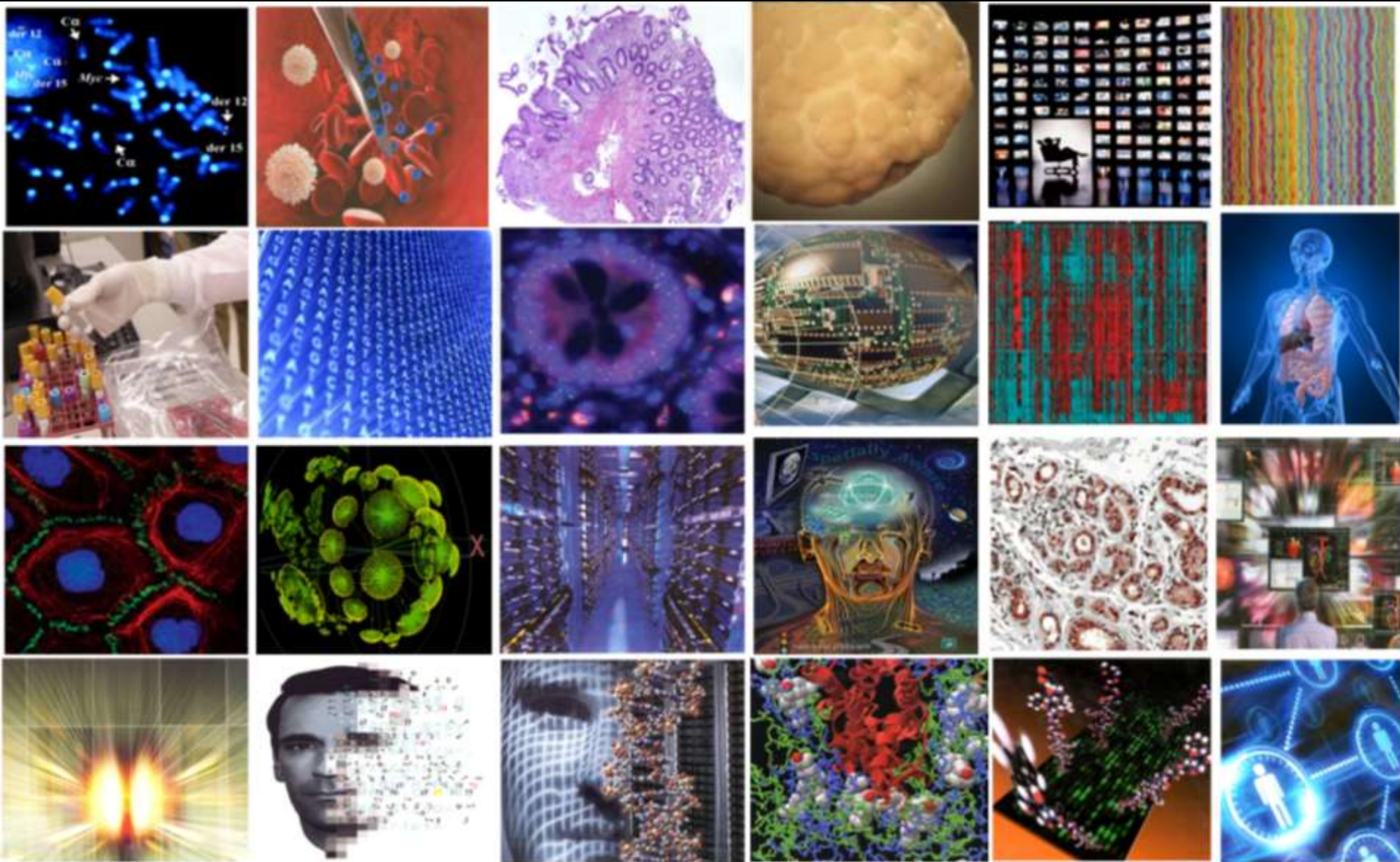


Computational Challenges and Opportunities in Personalized Medicine

Dr. George Poste
Chief Scientist, Complex Adaptive Systems Initiative
and Del E. Webb Chair in Health Innovation
Arizona State University
george.poste@asu.edu
www.casi.asu.edu

Keynote Address
INFORMS: Annual Meeting 2012
Phoenix Convention Center, 14 October 2012

Slides available @ <http://casi.asu.edu/>



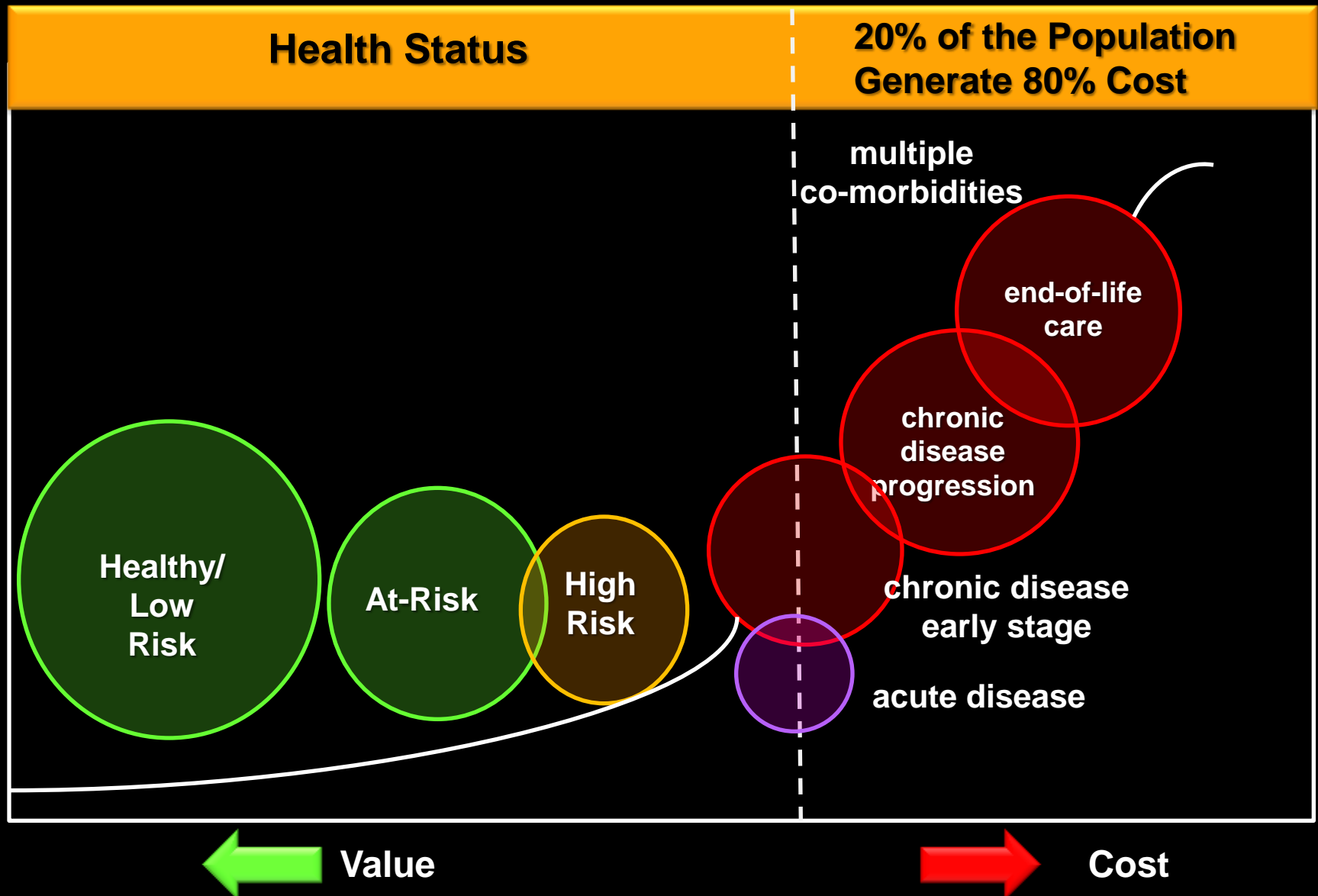
Healthcare: An Expensive Menu Without Prices

Sustainable Health: Societal (Economic) and Individual (Wellness)

Managing the Demands of an Aging Society and Escalating Chronic Disease Burden in an Era of Economic Constraint

From a “Do More, Bill More” Healthcare System to Managing System and Individual Risks for Improved Health Outcomes and Cost Control

The Economic, Social and Clinical Benefits of Proactive Mitigation of Disease Risk and Chronic Disease Co-Morbidities



**New Value Propositions:
Risk Reduction and The Wellness Premium**

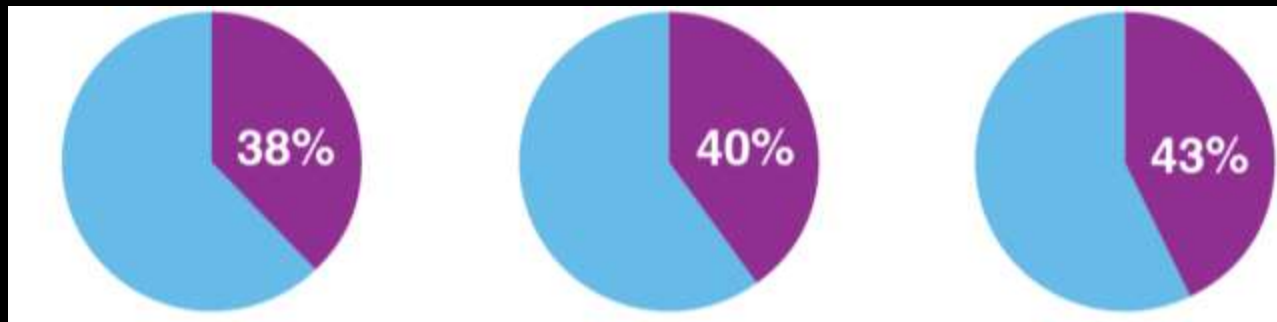
**Emergence of a New Health Information Ecosystem
via
Convergence of Molecular Medicine, Digital Networks and Social Media**

**Shift from Reactive, Incident-Centric Care
to
Proactive Engagement to Mitigate Individual Risk**

**From “One Size Fits All” Treatment Approaches
to Individual Molecular Profiling and Personalized Medicine**

One Size Does Not Fit All: The Huge Economic Waste in Therapeutics

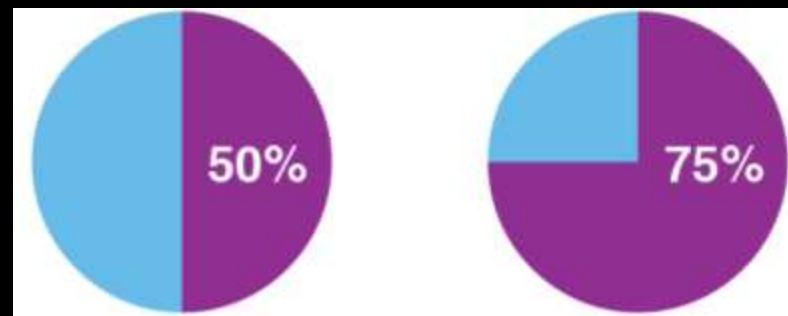
Percent of population for whom class of drugs do not work



Antidepressants

Asthma

Diabetes



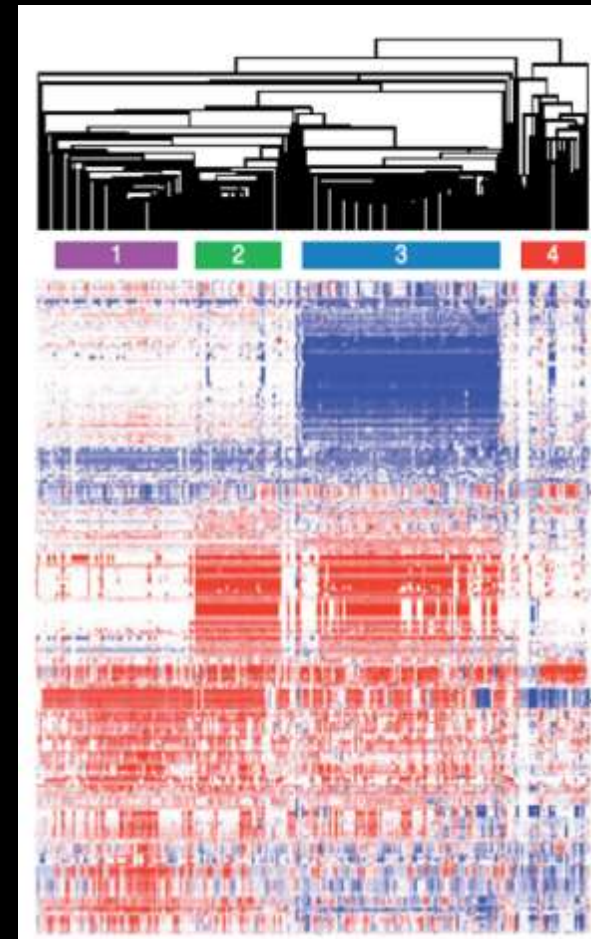
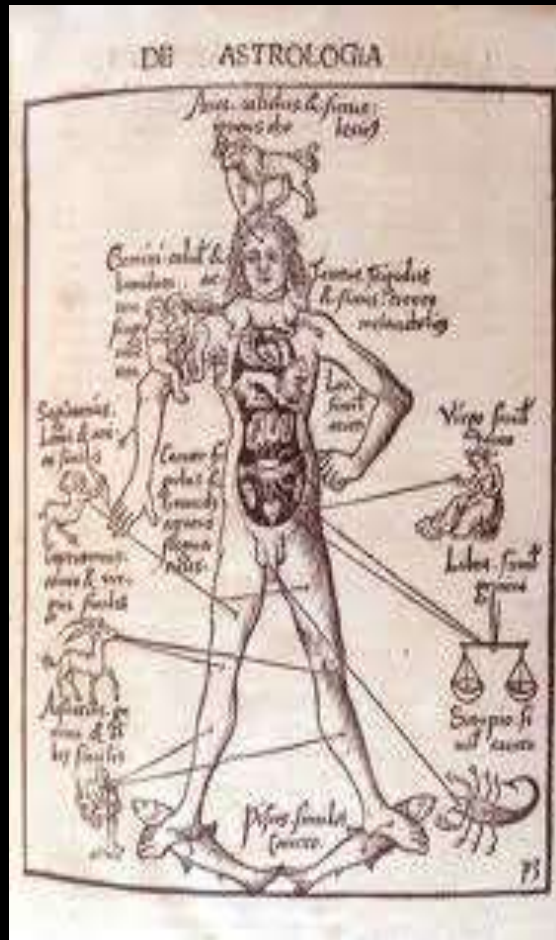
Arthritis

Cancer

Cost of Ineffective Rx

- 90% of drugs work in only 30-50% individuals
- 2011 global sales of \$880 billion \equiv \$350 million wasted

Medical Progress: From Superstitions to Symptoms to Signatures

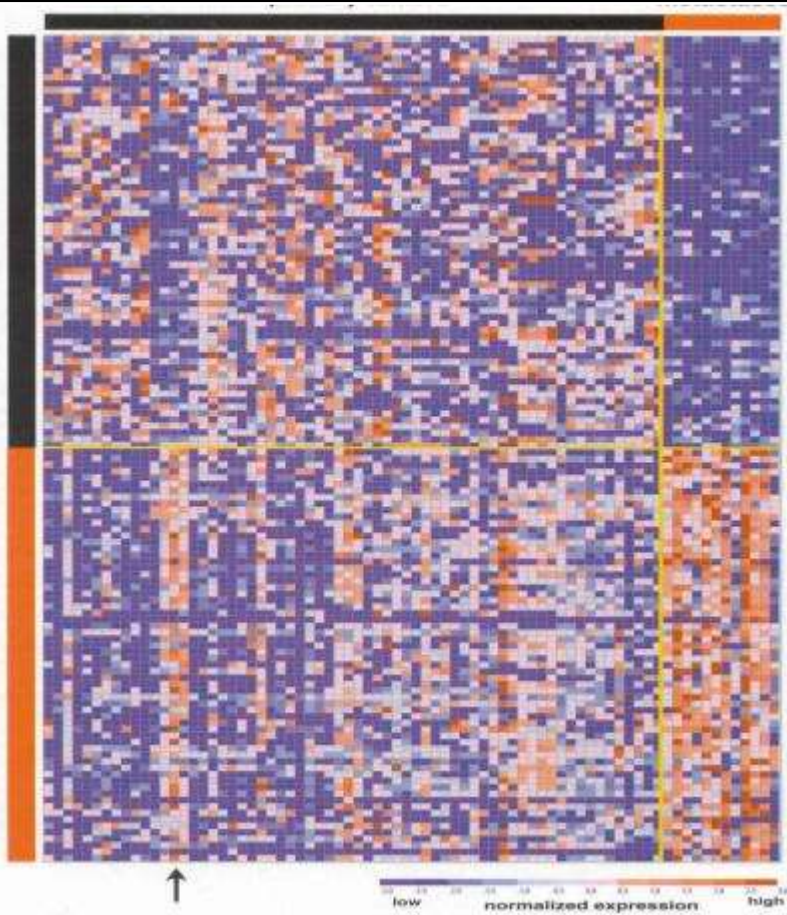


Personalized (Precision) Medicine

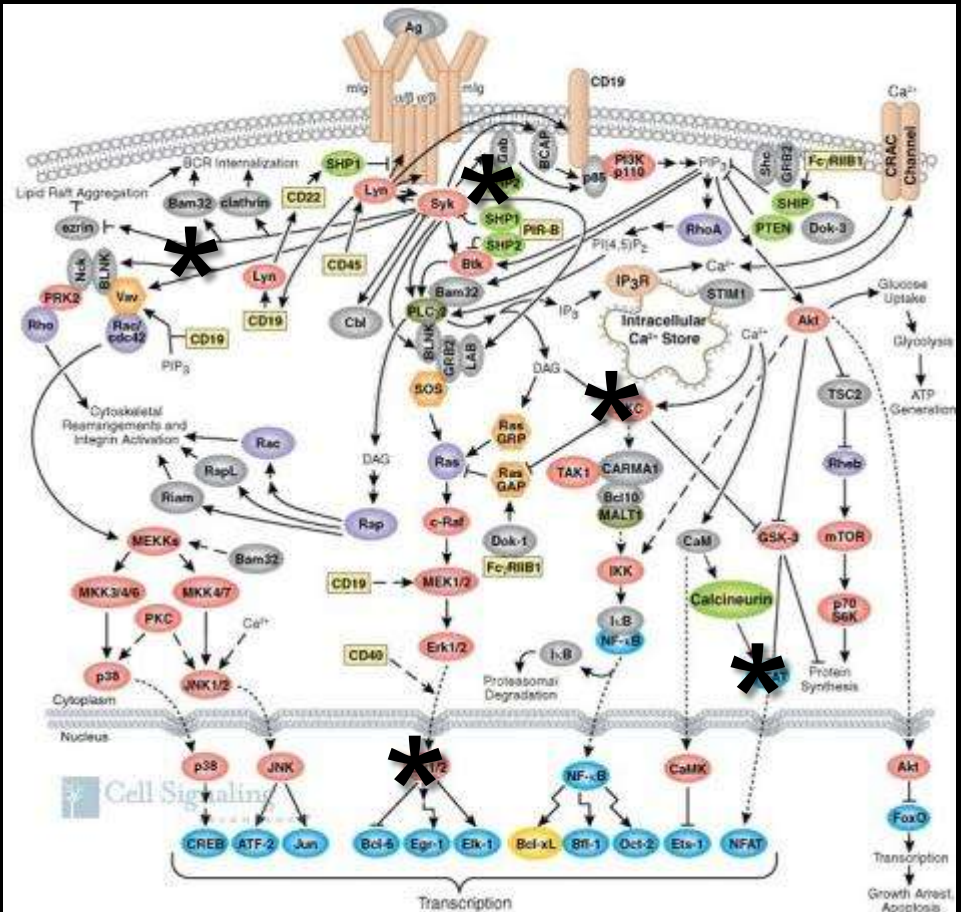
- right diagnosis
- right treatment
- right patient
- right time

Mapping Causal Perturbations in Molecular Pathways and Networks in Disease: Defining a New Taxonomy for Disease

Disease Profiling to Identify Subtypes (+ or - Rx Target)



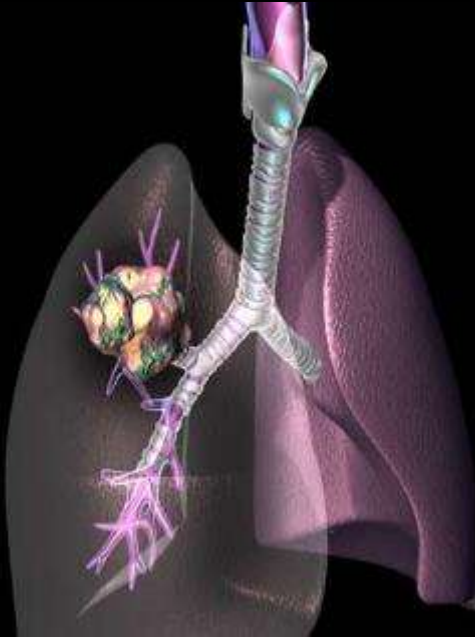
ID Molecular Targets for MDx and/or Rx Action



Mapping the Molecular Signatures of Disease, Disease Subtyping and Targeted Therapy: Companion Diagnostics and the Right Rx for the Right Disease (Subtype)



**Her-2+
(Herceptin)**



**EML4-ALK
(Xalkori)**



**KRAS
(Erbitux)
(Vectibix)**

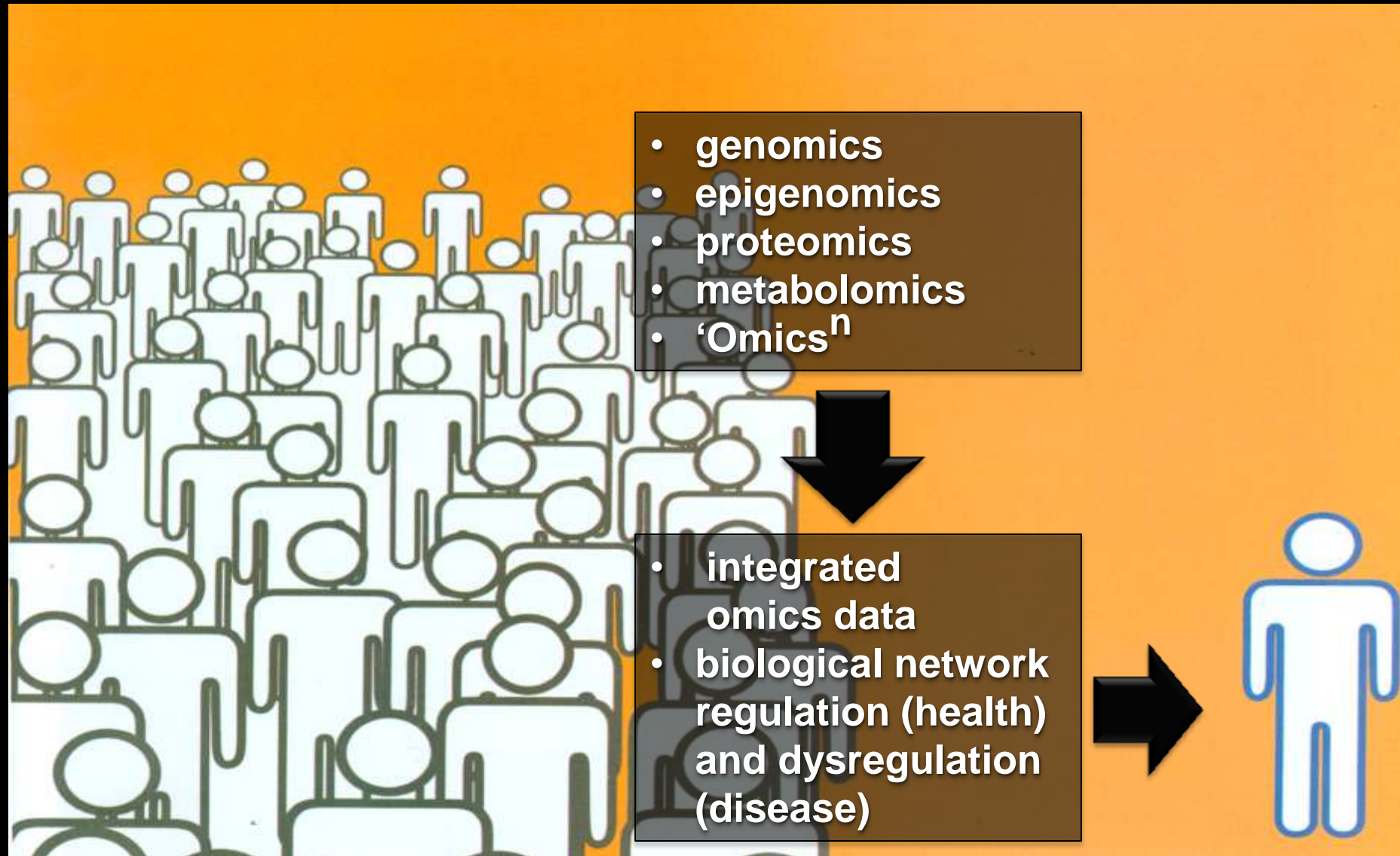


**BRAF-V600
(Yervoy)
(Zelboraf)**

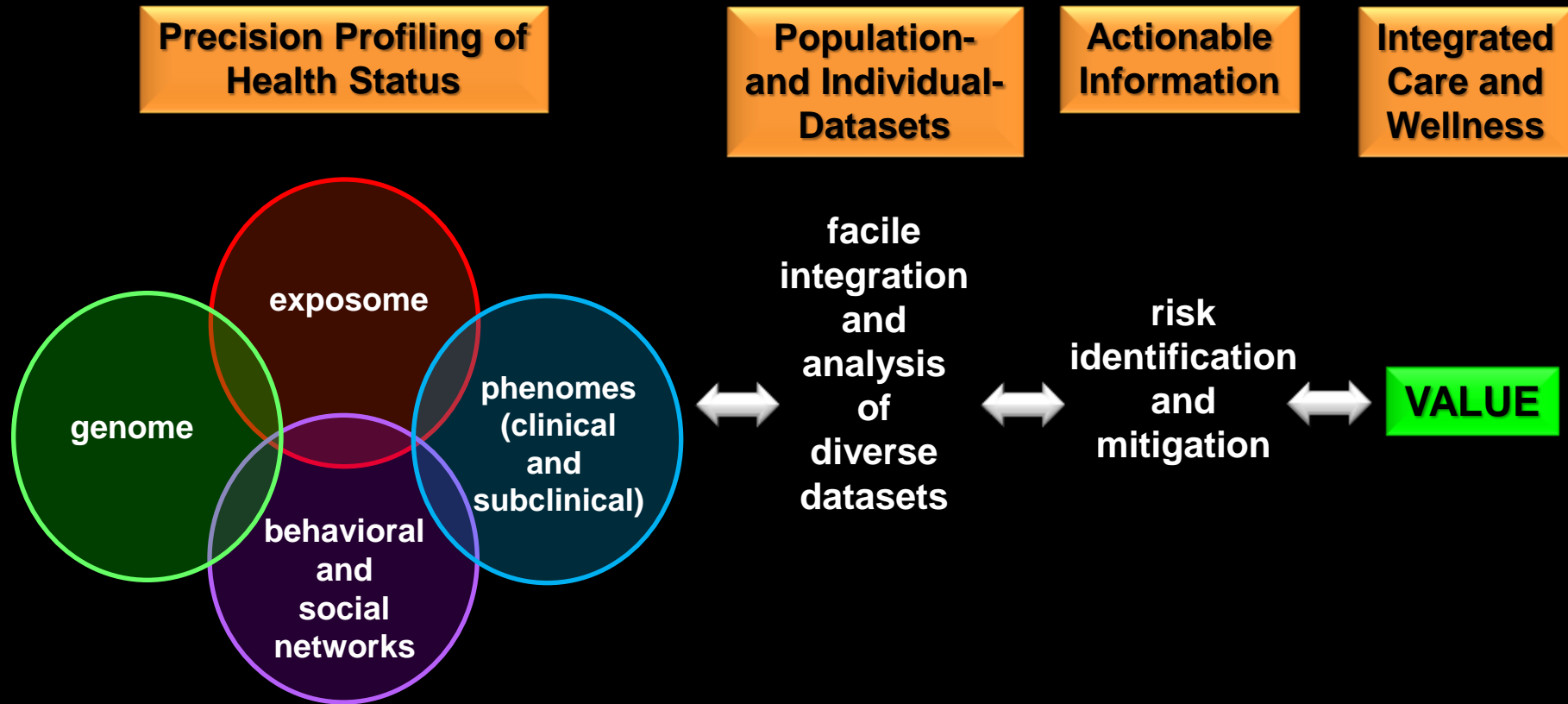
The Journey to Integrative Personal Omics Profiling (iPOP) and Personalized Medicine

**Integrated Omics (iOmics):
Building the Core Technical Foundations of Molecular
Medicine and Improved Healthcare Delivery**

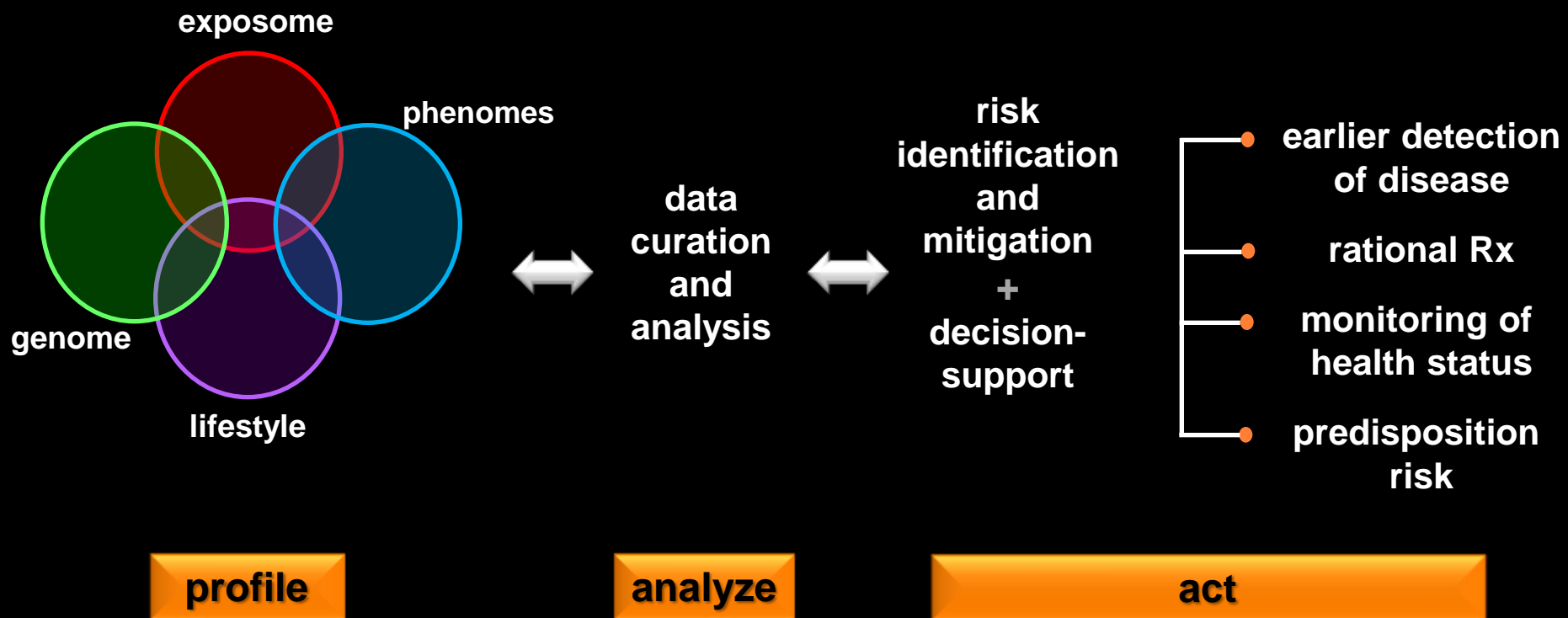
The Integrative Personal Omics Profile (iPOP)



Information-Based Services for Healthcare and Wellness



Information-Based Services for Healthcare and Wellness

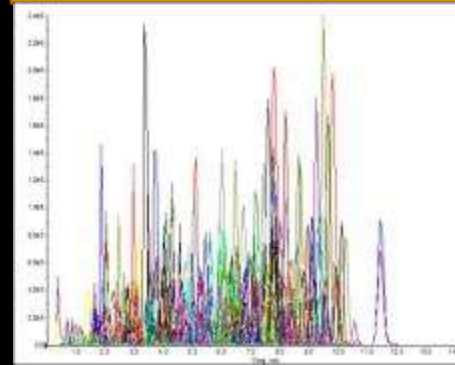


The Evolution of Clinical Diagnostic Testing in 'Omics Era and Device Technologies

Unianalyte Tests



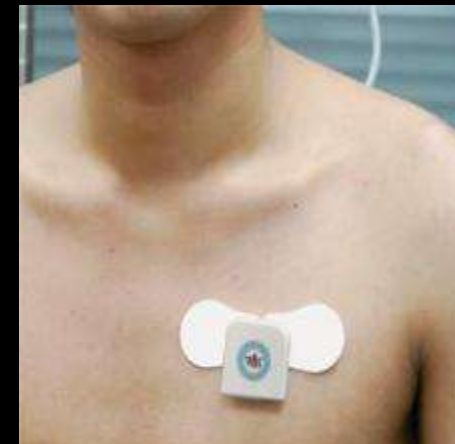
Multianalyte Tests



Whole Genome Sequencing



Centralized Testing and Large Capital Instrumentation Investment



On-Body: In-Body Sensors



Portable and Point of Need

Increasingly Decentralized Testing

**The Transformation of Biomedical Research and
Clinical Care Into Information-Intensive Domains**

**The Big Data Challenge and Disruption of
Academic Research, Clinical Care, Supply Chains
and Current Business Models**

**New Operational Competencies
and
New Value Propositions**

Will Low Cost Whole Genome Sequencing Change Everything?



Source: Davies, Kevin (2011). The Road to the 1000 Genome. PHT/SLA Spring Meeting



- 1 million genomes x \$1,000 = \$1 billion
“It’s not even a scary number anymore!”

Lander E. S. (2011) Nature 470, 187-197

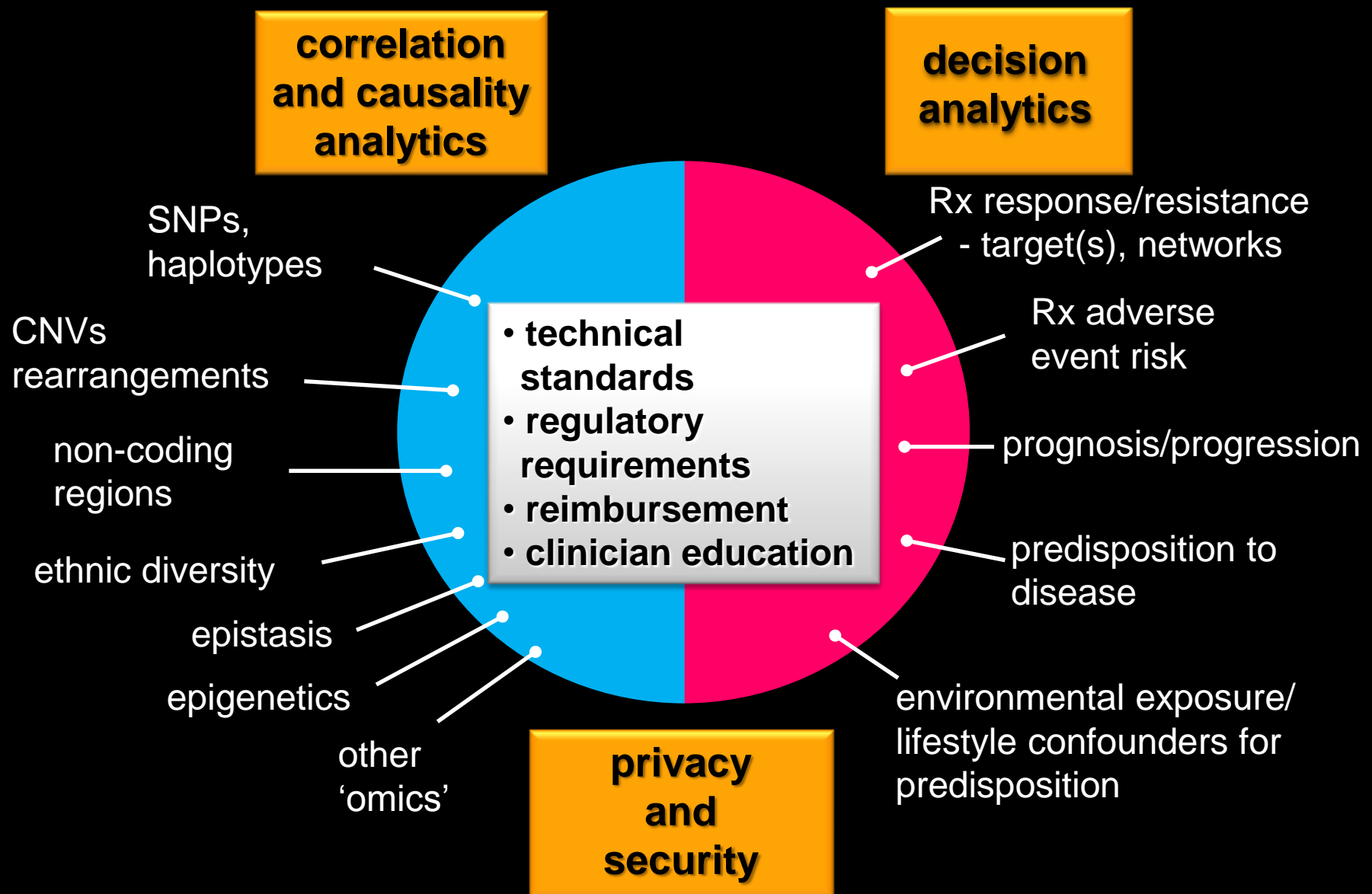
The Cost of Whole Genome Sequencing (WGS) Vs. The Cost of Computational Analysis and Storage

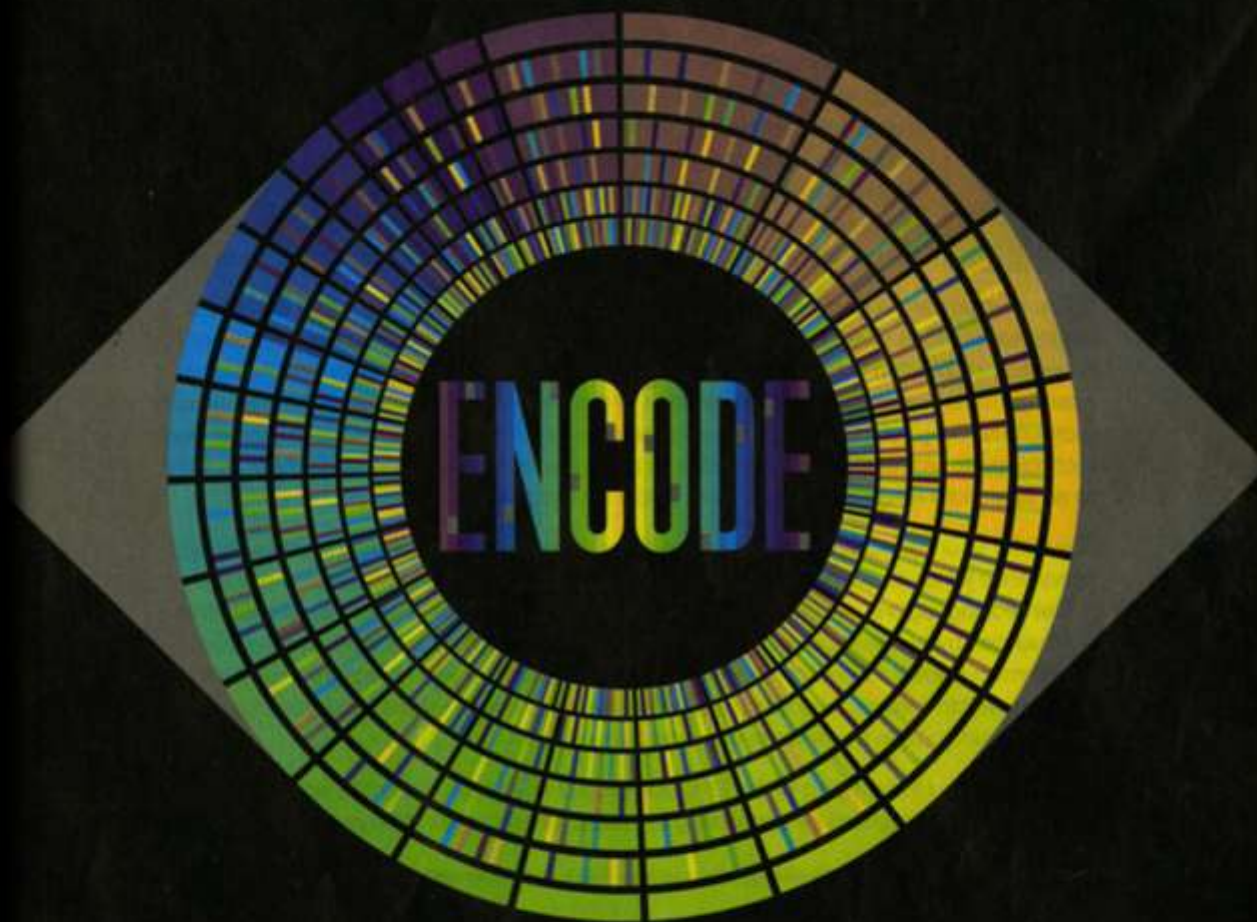
- **the \$1000 genome**
 - **the \$? analysis and interpretation cost**
 - **the \$? storage, retrieval and security costs**
- **turn around time (TAT) and cost for clinical use**
- **regulatory and reimbursement policies**

**What Is A Complete and Accurate Analysis
of Genome Sequence, Architecture, Topology and
Regulatory Networks?**

**What Standards of Accuracy Will Regulatory Agencies
Require For Use of Whole Exome Sequencing (WES)
and Whole Genome Sequencing (WGS) in Clinical-Decisions?**

Low Cost Whole Genome Sequencing and Molecular Medicine: Dependency on Large Scale (Massive) Data Annotation and Analytics





GUIDEBOOK TO THE HUMAN GENOME

The Human Genome (ENCODE 2012)

- **protein-coding DNA = c.1.5% genome= 20,687 protein-coding genes**
- **pervasive genome transcription**
 - **93% bases transcribed into RNA**
 - **18,400 non-coding RNA genes**
 - **70,000 promoter regions, 400,000 enhancer regions**
 - **diverse transcription and (co)splicing processing patterns**
- **11,244 DNA pseudogene regions with variable transcription**
- **42% DNA accessible at 3.0 million sites for interaction with regulatory elements**
- **complex 3-D topology**
 - **average 3.9 distal (long range) DNA regions link with beginning of each gene**

Genes For

**The Overly Simplistic and Deterministic Dangers of a
Genome-Sequence Centric Perspective**

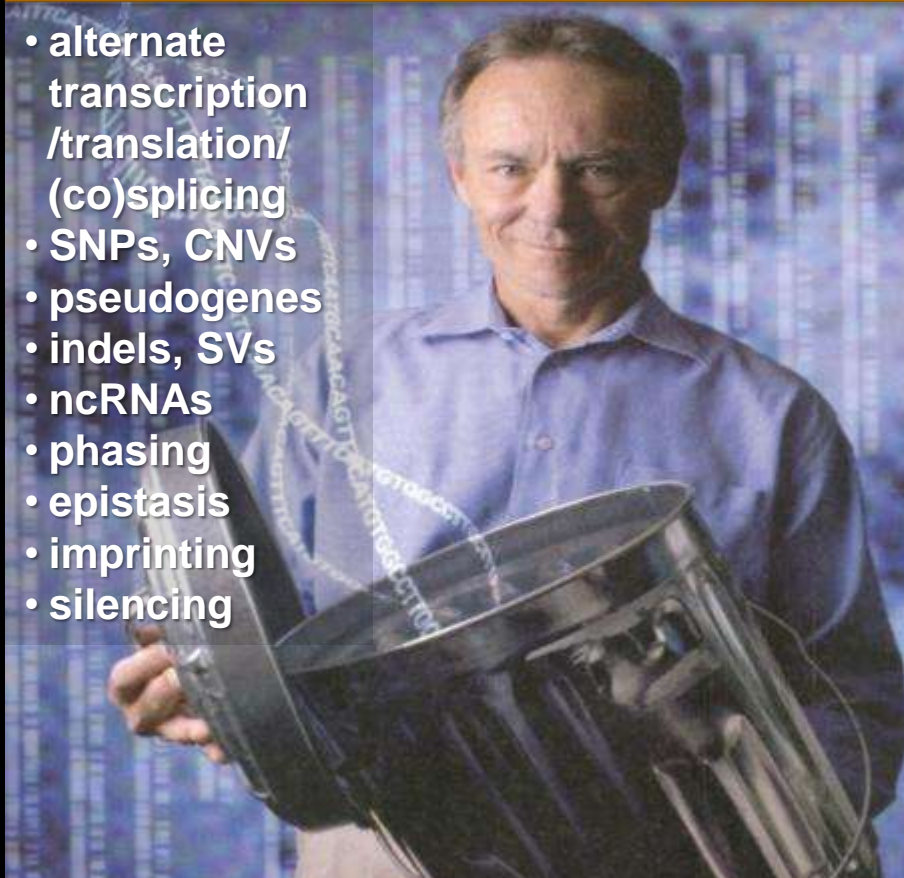
**The Over-Simplified Perspective That
While Exome-and Whole Genome-Sequencing
Will Reveal the Full Etiology of Disease Pathogenesis**

Its the Network, Stupid!

Individual Variation, Genome Complexity and the Challenge of Genotype-Phenotype Predictions

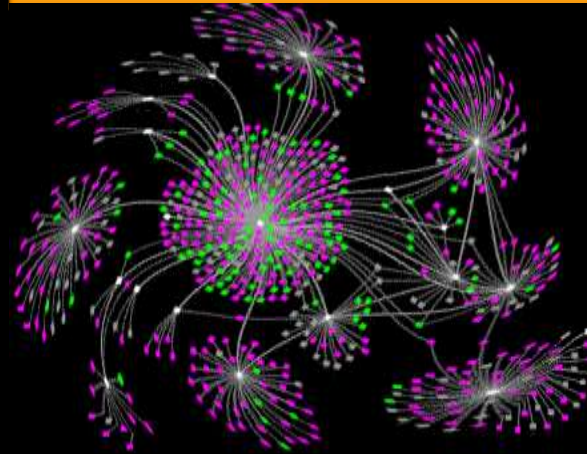
Junk No More: Pervasive Transcription

- alternate transcription /translation/ (co)splicing
- SNPs, CNVs
- pseudogenes
- indels, SVs
- ncRNAs
- phasing
- epistasis
- imprinting
- silencing

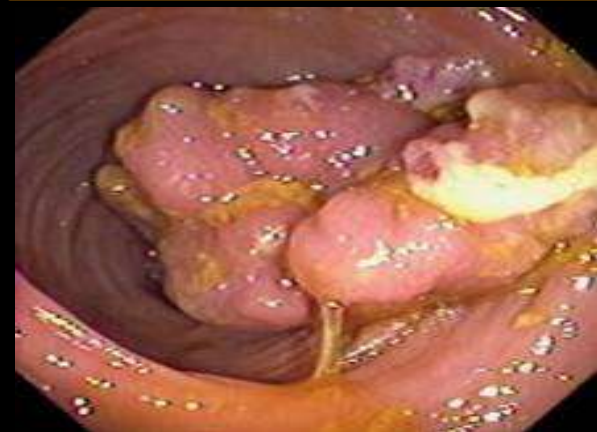


**recognition of genome
organizational and regulatory
complexity**

Cell-specific Molecular Interaction Networks

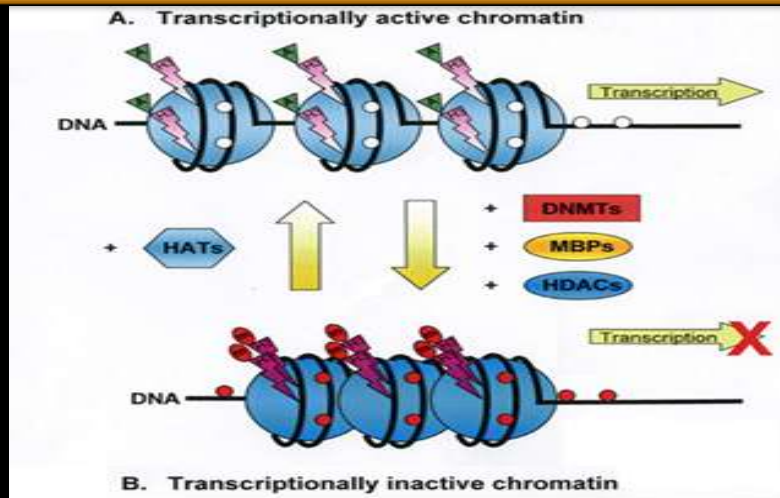


Perturbed Networks and Disease



The Epigenome

Modulation of Gene Expression/Regulation by Environmental Factors, Xenobiotics and Rx (The Exposome)



Effect of Maternal Diet/Stress/Rx exposure on Germ Line Genome Imprinting (+ trans-three-generational?)



International Human Epigenome Consortium

- • • 1000 reference genomes by 2020

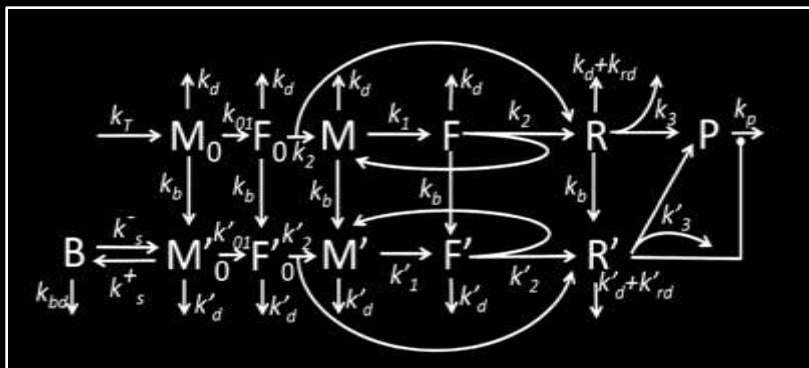
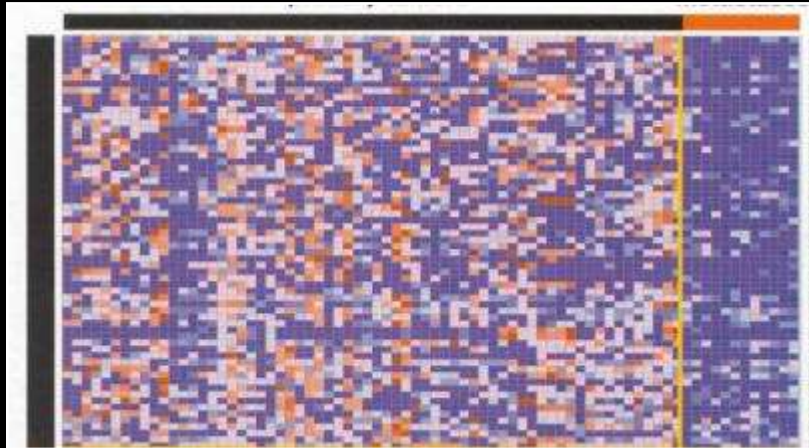


project blueprint

- launch September 2011 with €30-million
- map epigenome in 60 human blood cell classes and neoplastic counterparts

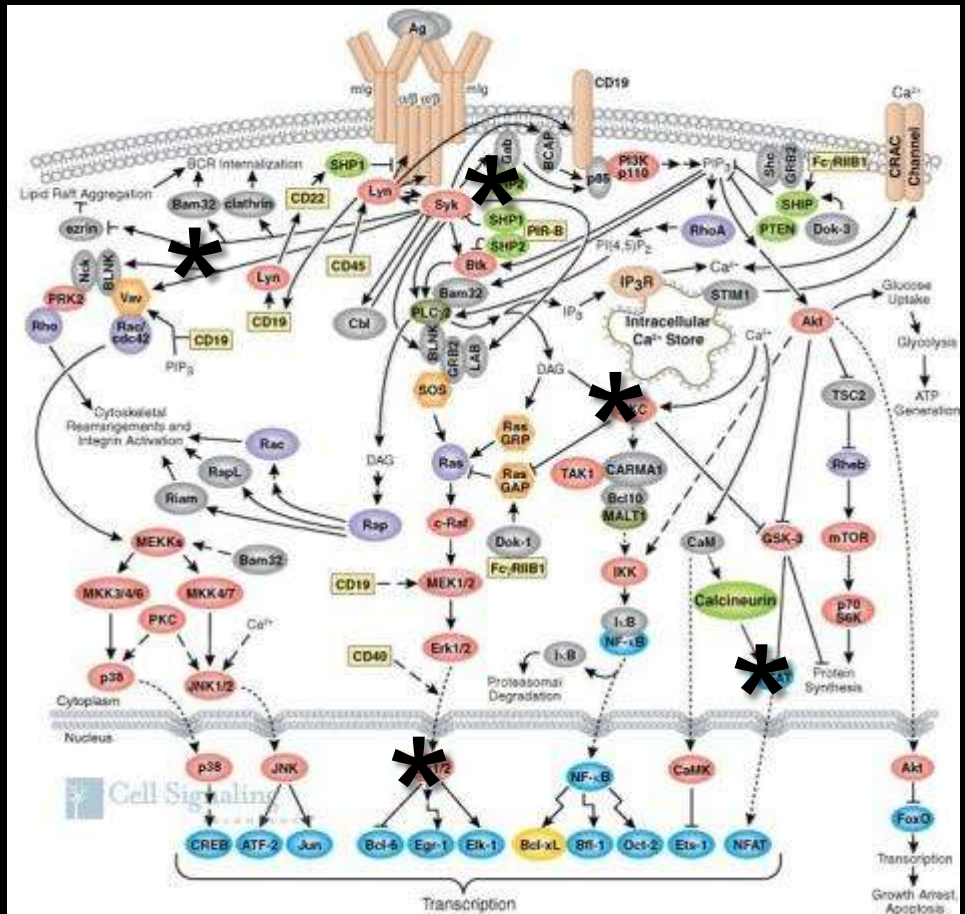
Mapping Causal Perturbations in Molecular Pathways and Networks in Disease: Defining a New Taxonomy for Disease

iOmics Profiling to Identify Disease Subtypes (+ or - Rx Target)



Modeling of Information Flow in Biological Networks

Altered Network Structure and ID of Molecular Targets for MDx and/or Rx Action



**Initial Response (A/B) of BRAF-V600 Positive Metastatic Miliary Melanoma
After 15 Weeks Therapy with Vemurafenib (Zelboraf® - Roche)
Followed by Rapid Recurrence of Rx-Resistant Lesions
with MEKI C1215 Mutant Allele After 23 Weeks Therapy**



**From: N. Wagle
et al. (2011)
J. Clin. Oncol. 29, 3085**

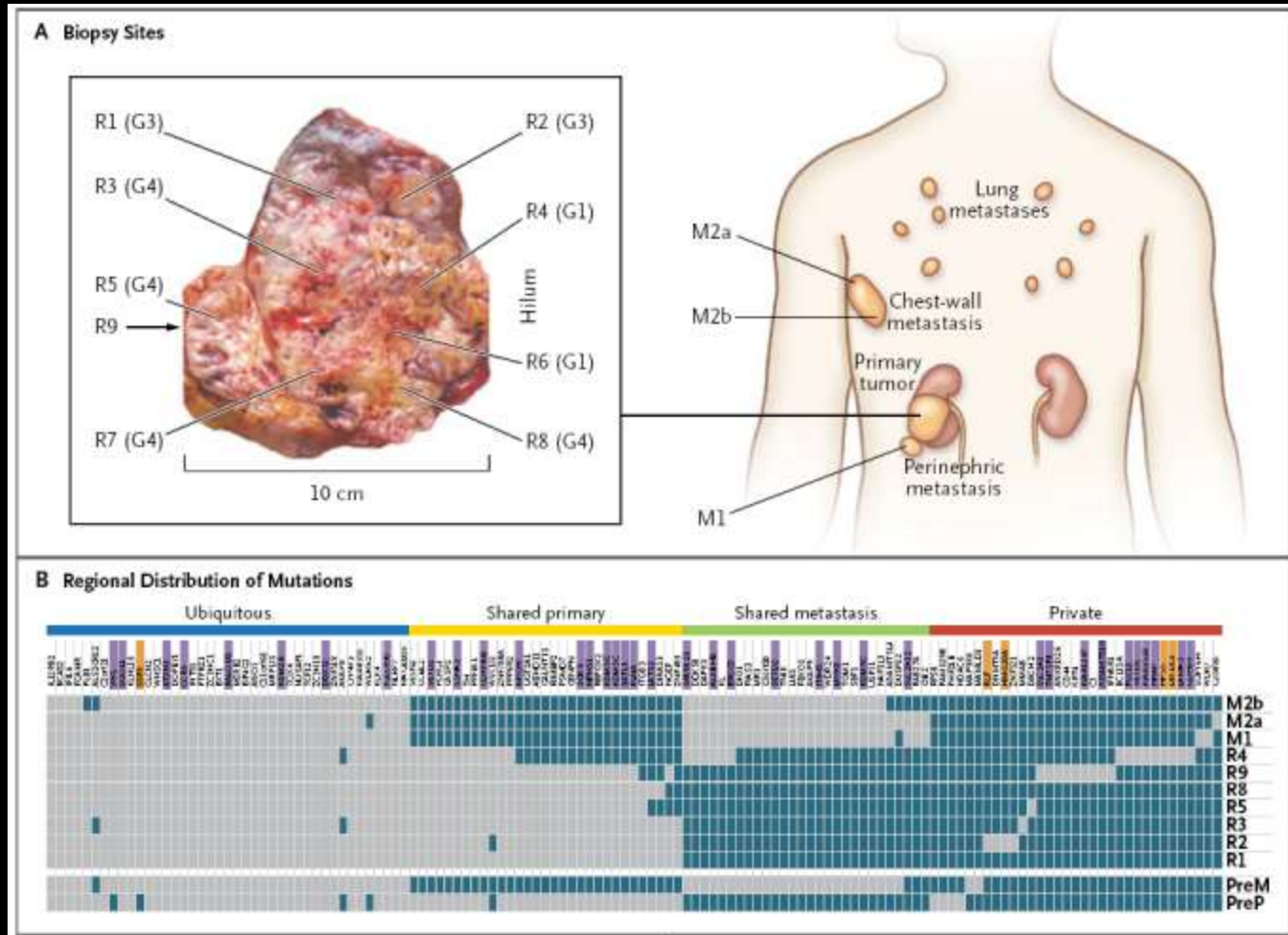
Reducing The Failure Rate of Investigational Drugs in Clinical Trials

- **targeted therapies, YES!**

but

- **improved success requires targeting network modules, pathways and subnetworks not single molecular targets**
- **network pharmacology**

Intratumor Genetic Heterogeneity in Multiple Regions of Primary Clear Cell Tumor and Three Metastases (Perinephric and Chest Wall) in RCC



From: M. Gerlinger et al. (2012) NEJM 366, 883

Molecular Network Perturbations in Complex Chronic Diseases

A Perplexing Emerging Question

- **is the multiplicity of pathways dysregulated in advanced metastatic cancer and the degenerative neuropathies (Alzheimers disease) an insurmountable technical barrier to design of poly-target (promiscuous) agent/combinations?**
 - **highest failure rates of new Rx in any therapeutic category**

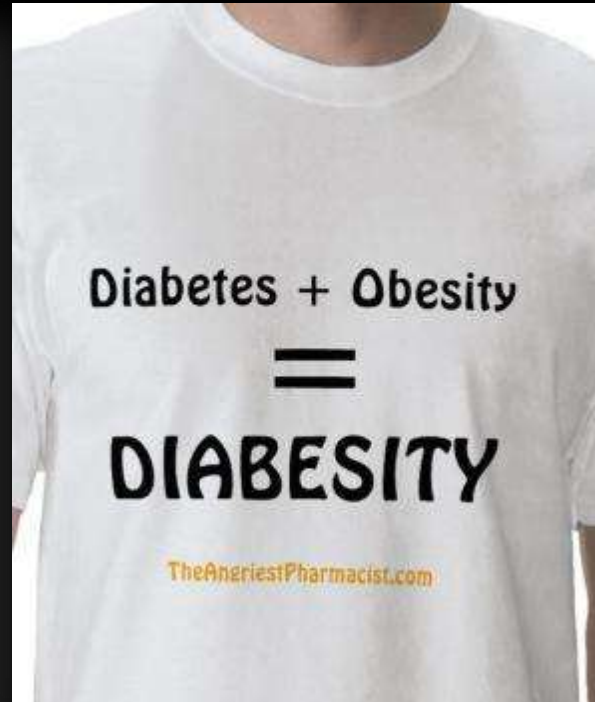
The Ever Earlier Detection of Major Diseases: Different Clinical Scenarios

**Cancer: Detection
Before Metastasis**



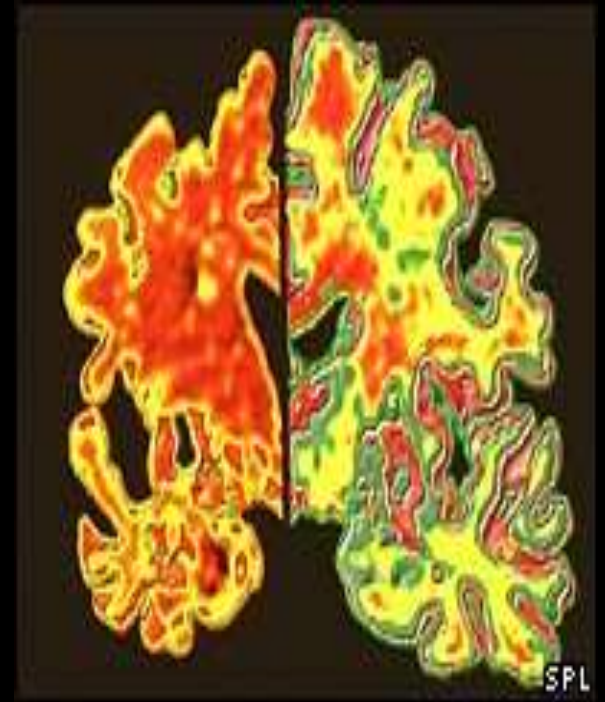
**Early Diagnosis and
Curative Surgery**

**Cardiovascular/
Metabolic Diseases**



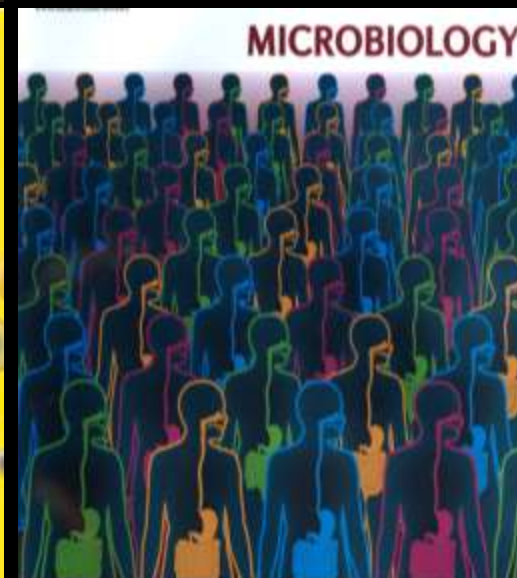
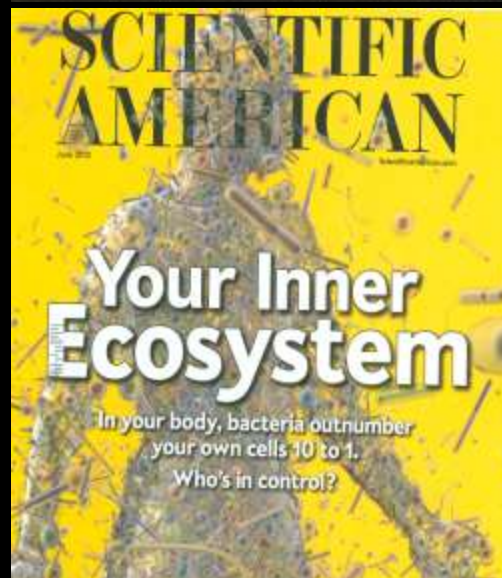
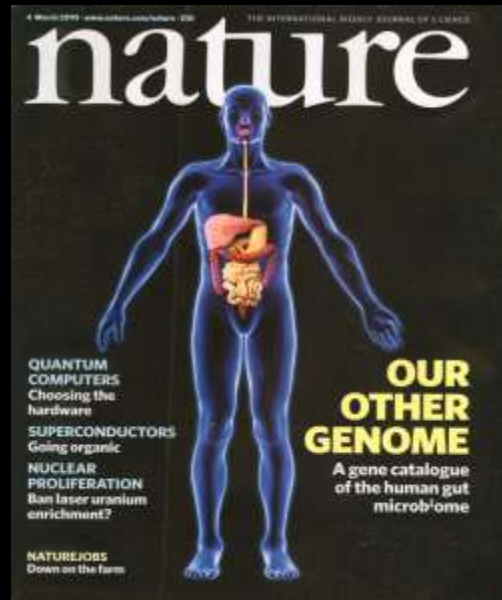
**Lifestyle Changes
and/or Rx to Limit Risk**

**Neurodegenerative
Diseases**

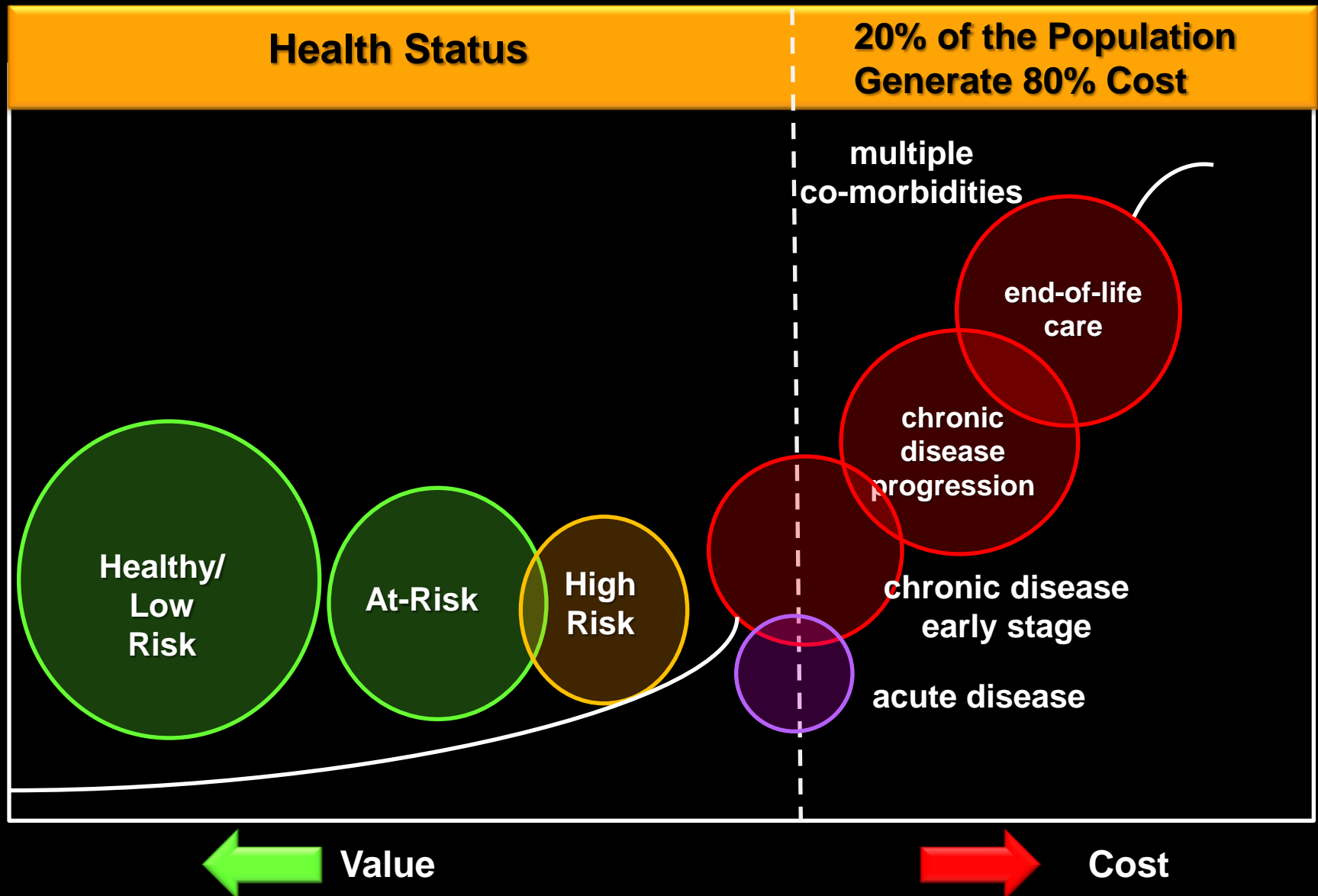


**The Dilemma of Early
Diagnosis Without Rx**

We Are Not Alone: The Scale and Diversity of Our Companion Microbiomes



The Economic, Social and Clinical Benefits of Proactive Mitigation of Disease Risk and Chronic Disease Co-Morbidities



The Wellness Premium

**Greater Engagement and Incentivization of
Consumers/Patients in
Care Decisions and Sustaining Wellness**

**“Patient-Centric Healthcare Without
Patient Engagement Is An Illusion”**

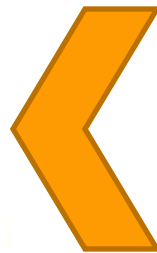
Invasion of the Body Trackers

**Individual Biosignature Profiling Via
On Body: In Body (OBIB) Sensors and Devices**

Remote Health Status Monitoring

M4: Making Medicine More Mobile

m.Health



**Remote
Health
Monitoring
and
Chronic
Disease
Management**



**Lifestyle
and
Fitness**



**Information
for
Proactive
Health
Awareness
(Wellness)**

Healthcare Products are Merging into Consumer Retail

Example:

Alivecor's iPhone ECG



Monday, August 15, 2011 As of 12:05 PM New York 73°/65°

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digits: AliveCor Hearts the iPhone

8/15/2011 3:05:08 PM

AliveCor is one of a growing number of companies aiming to turn the iPhone or other smartphone into a monitor of the body's vital signs. The wireless heart-monitor maker has raised a \$3 million Series A round, which the company hopes will get its product onto the market. Timothy Hay reports on digits.

Technology-Enabled Independent Living



**“If I’d known I was going to live this long
I’d have taken better care of myself”**

Eubie Blake, Musician on 100th Birthday, 1983

Consumer Health Informatics

- on-line help/support services (practice-and patient-specific unrelated to general web information)
- automation of out-of-office care
- decreased office visits
- e-pharmacy
- new tools for improved compliance and coaching
- reduced hospital readmissions
- m.health and remote health status monitoring

Social Spaces Become Quantifiable

- **who knows why people do what they do?**
 - **the fact is that they do!**
- **these actions can now be traced and measured with unprecedented precision**
- **with sufficient data, the numbers reveal increasingly predictable behavior individual risk patterns**
- **new business opportunities in multiple sectors including healthcare**
- **new ethical and legal issues**

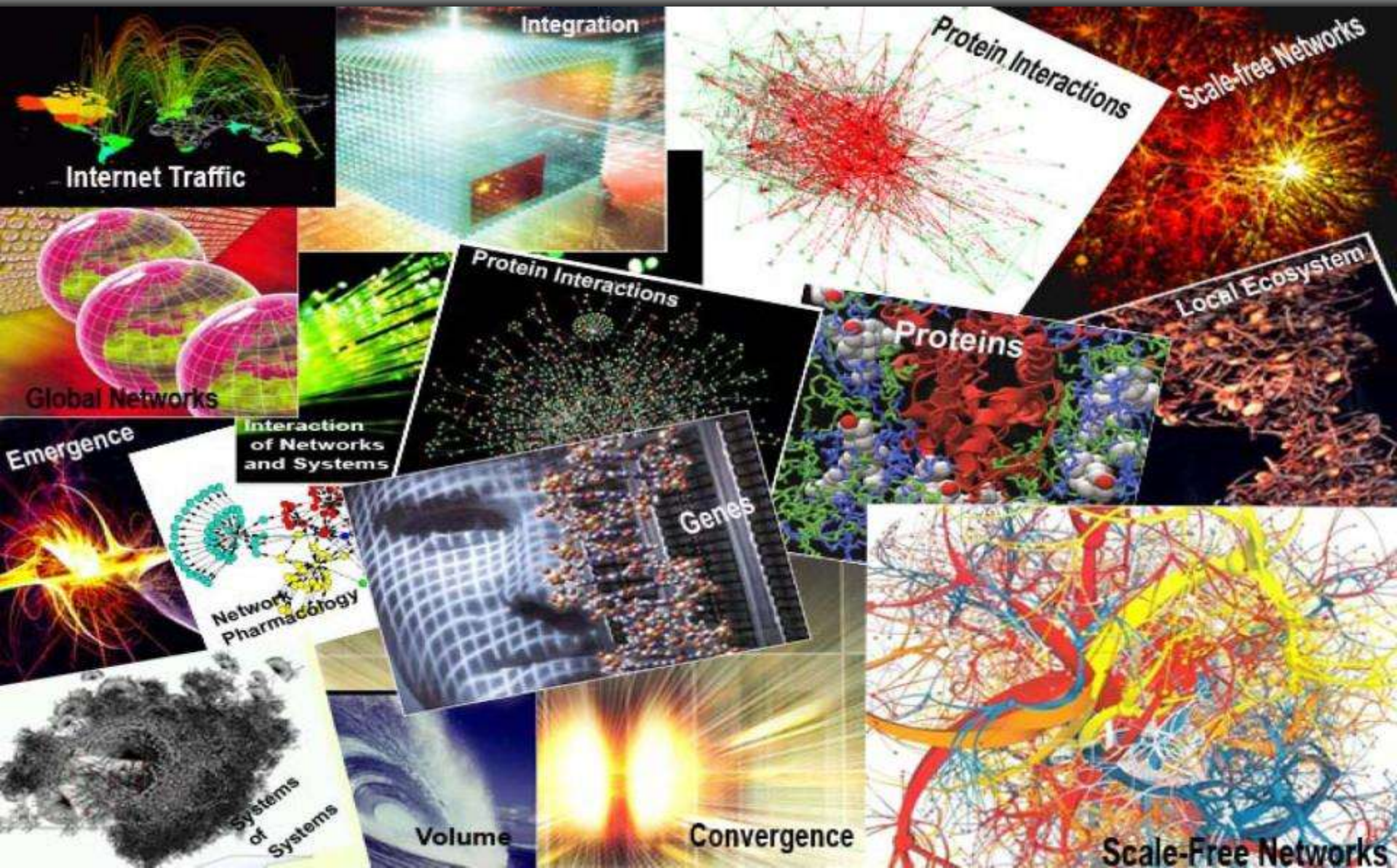
Proactive Engagement of Patient Communities in Investigational Clinical Trials and Observational Outcomes Studies



Interactive Participant-Centered Initiatives (PCI)

- **social media, patient advocacy and consumer/care-giver engagement**
- **new opportunities to capture, share, mine and integrate data**
 - **research (deidentified) and clinical care (identified)**
- **faster recruitment for clinical trials accumulation of large sample sizes for suitable statistical power**
- **build new repository biobank networks of well curated and standardized samples to support research**

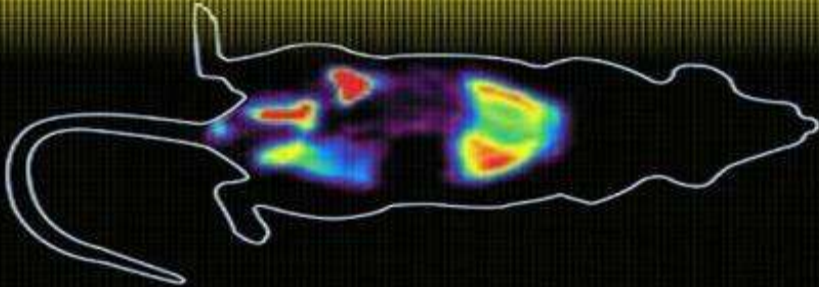
Data: The Fastest Growing Resource on Earth



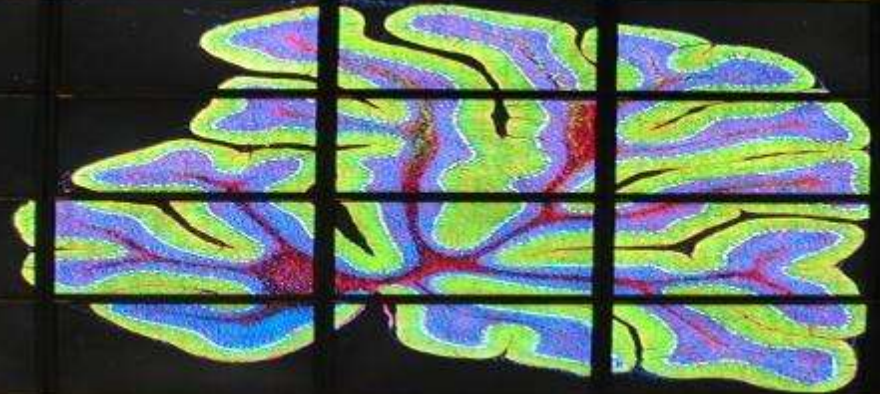


Large Scale Imaging Datasets

Preclinical



Digital Pathology



Clinical Imaging

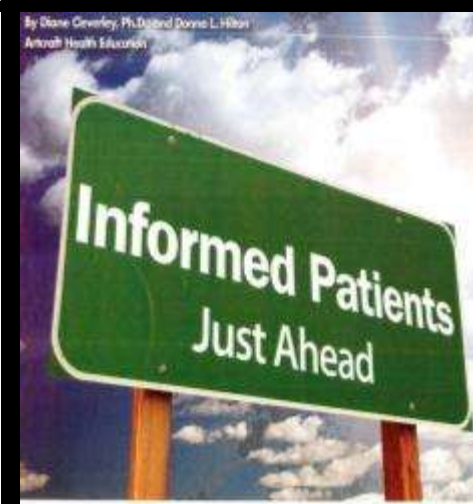
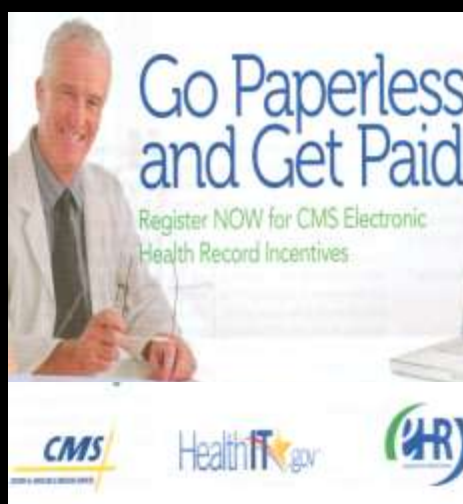
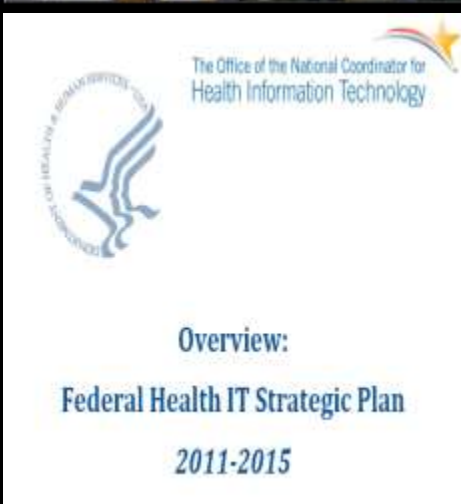
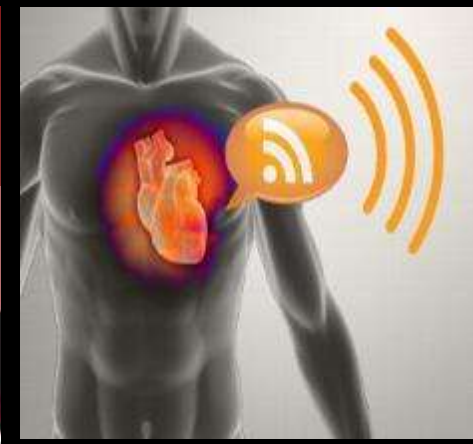
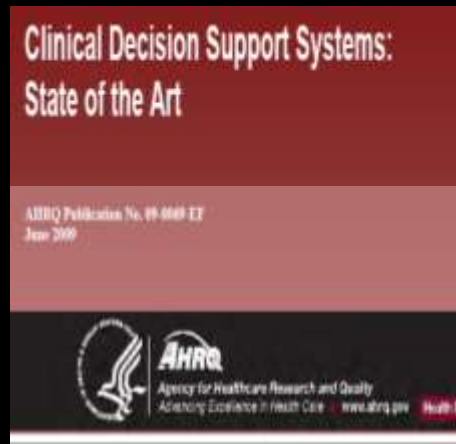


Tele-surgery



A Learning Healthcare System

Proliferation of Clinical Computational Systems



HITECH Mandates

Incentives

**EHR and
Smart Cards**

**Informed
Consumers/Patients**

“Mega-Data” in Biomedicine

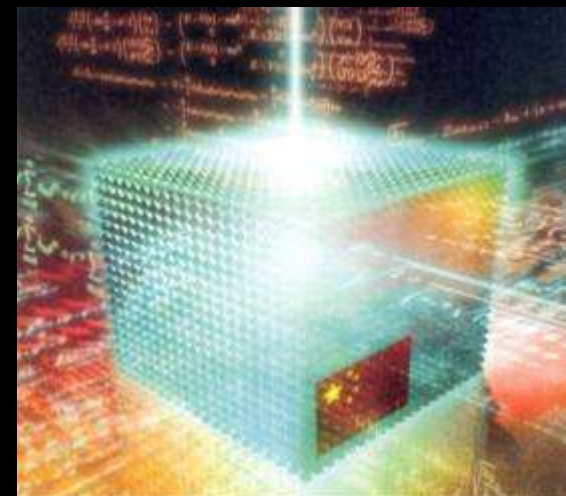
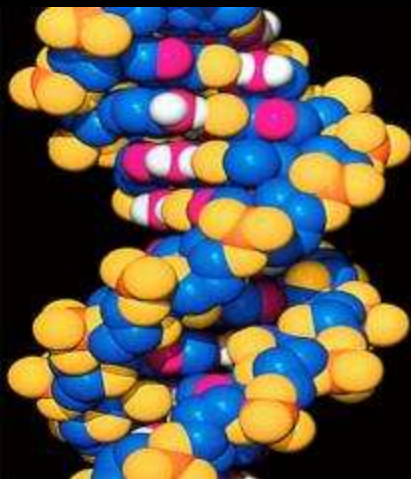
volume, variety, velocity



computational scale



global networks



bench to bedside: multiscale heterogeneity

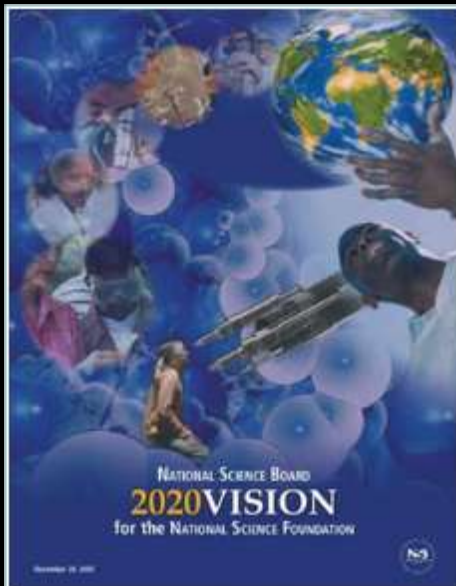
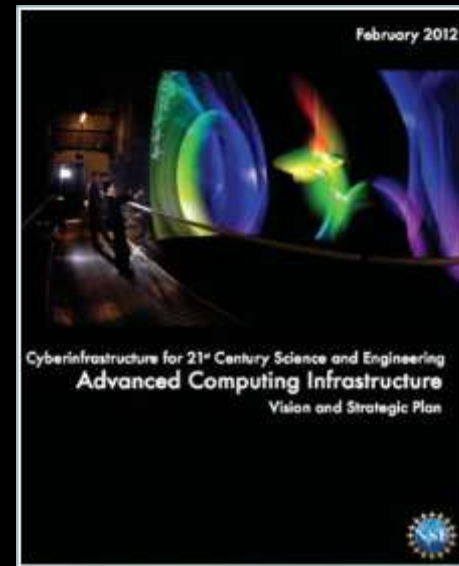
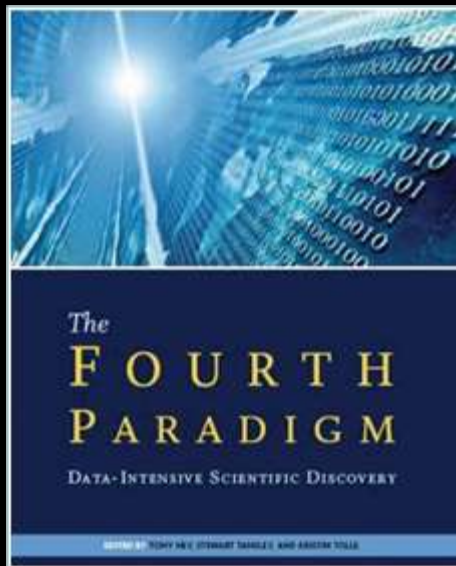
integration

Biomedical R&D and Clinical Medicine: An Unavoidable Transition to Data-and Computation-Intensive Methods

Current Era

- **“silos” of research/clinical activities**
- **opinion-rich, information content-poor**
- **proliferation of poorly standardized and fragmented data, semantic anarchy and incompatible databases**
- **unacceptable levels of inaccurate diagnoses, fragmented care provision and flawed clinical decisions**
 - **highly variable treatment practices and erratic clinical outcomes**
- **extravagant waste and risk**

Data-Intensive Computing, Big Data and New Knowledge Networks in Biomedical R&D and Healthcare Delivery

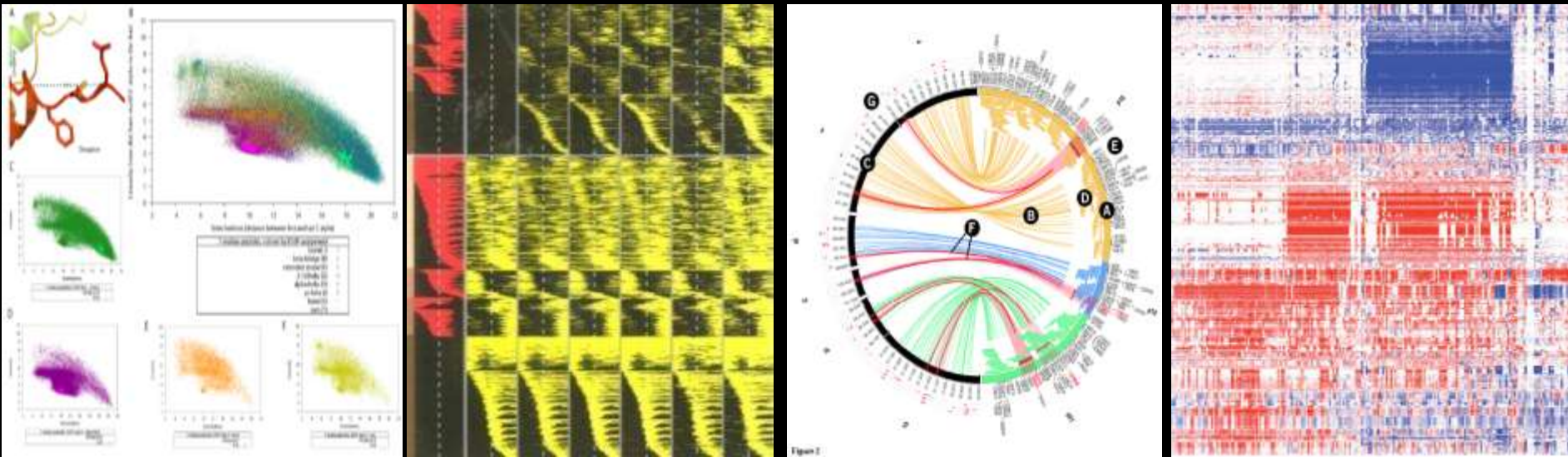


Biomedical R&D and Clinical Medicine: An Unavoidable Yet Essential Transition to Data- and Computation-Intensive Processes

Pending Era

- **massive data (big data)**
 - **V3: volume, velocity, variety**
 - **automated, massively parallel ‘omics’ profiling (research and clinical)**
- **cross-sector convergence and integration**
 - **biomedicine, engineering, computing, telecommunications, social media**
- **new machine-based analytics for management of mega-data, customized distribution and decision-support**

The Imminent Collapse of the Genome Informatics Ecosystem?



- **Moore's Law**
 - # transistors/circuit board doubles c.18 months
- **Kryder's Law**
 - hard disk capacity doubles c.12 months
- **Butter's Law**
 - cost of sending a bit of information over optical network halves every 9 months
- **Next Generation Genome Sequencing**
 - sequence data doubles every 6 months (other 'omics to follow)

The Tianhe-BGI Bioinformatics & Computing Laboratory



- **14,336 Xeon X5670 Processors**
- **7,168 Nvidia Tesla M2050 general purpose GPUs**
- **2,048 FeiTeng 1000 SPARC-based processors**
- **2.57 petaflops per second performance**

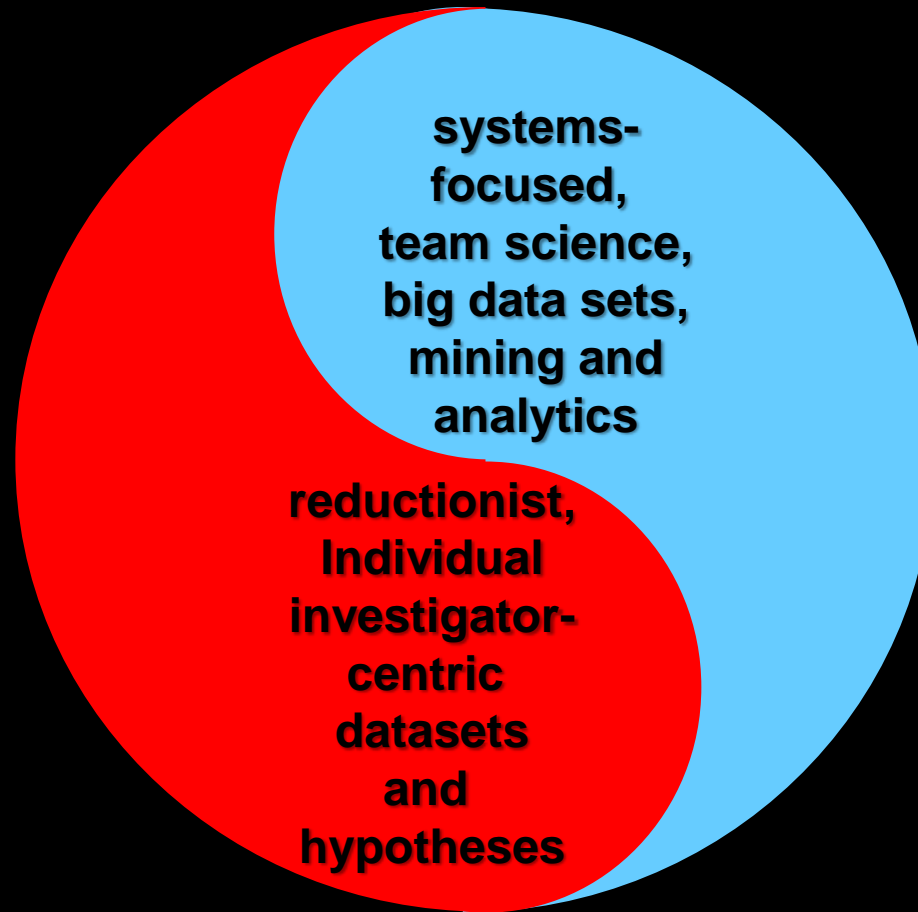
Big Data Rich and Big Data Poor

- **difficulty and expense of gaining access to “Big Data” will produce a restricted academic research culture**
- **automating research and decision-making will dramatically alter knowledge concepts and the nature of learning**
- **data-intensive research and clinical services will change the dominant intellectual skills and competencies in biomedicine**
 - **new organizational frameworks**
 - **looming talent gap**
 - **new educational curricula and training needs**

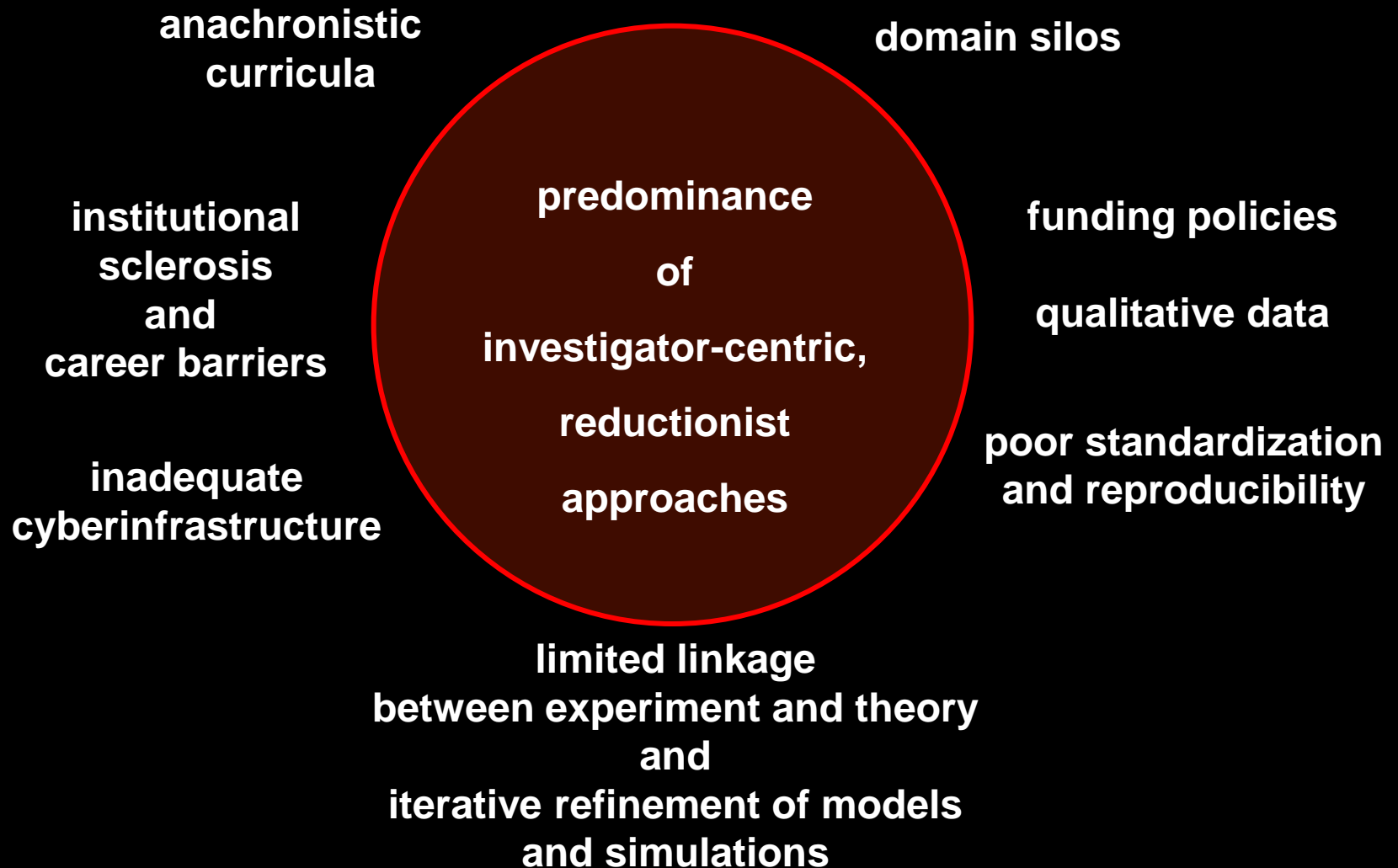
The Challenge of Data-Intensive Scientific Computing

- **majority of traditional systems neither scalable nor sustainable for emerging data-intensive scientific computing requirements**
 - **computation infrastructure/architectures**
 - **storage shortage and analytics deficits**
 - **organizational and intellectual silos**
- **urgent imperative for strategic vision and national leadership (USG, academia, industry)**

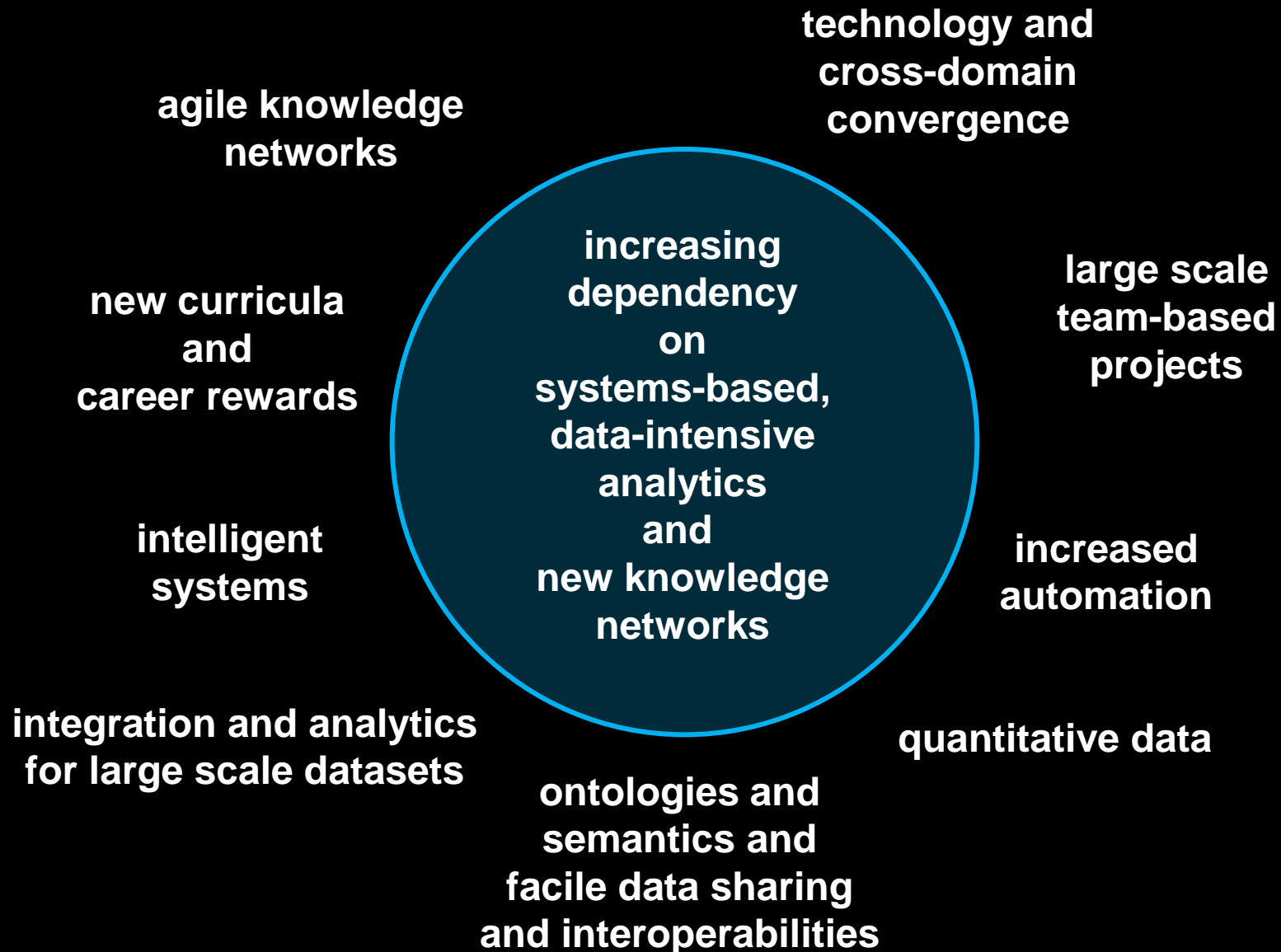
Cross-Domain Convergence, Complexity and Increasing Dependency on Data-Intensive Methods and New Knowledge Networks



Silos Subvert Solutions: The Slow Response of Biomedicine to Technology Convergence and Cross-Disciplinary Requirements



New Conceptual, Methodological and Organizational Frameworks for Data-Intensive Biomedical R&D





Science Portals: collaboration and problem
Web Services and Application building services



Grid Services: secure and uniform access and management for distributed resources

Supercomputing and Large-Scale Storage



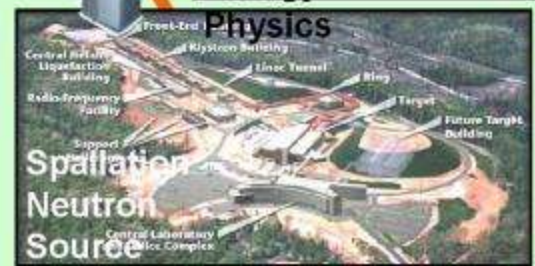
Advanced Engine Design



Macromolecular Crystallography



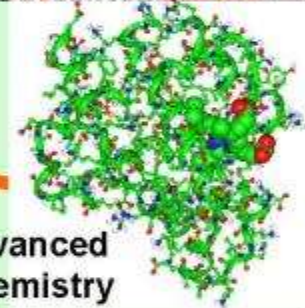
Advanced Photon Source



Spallation Neutron Source



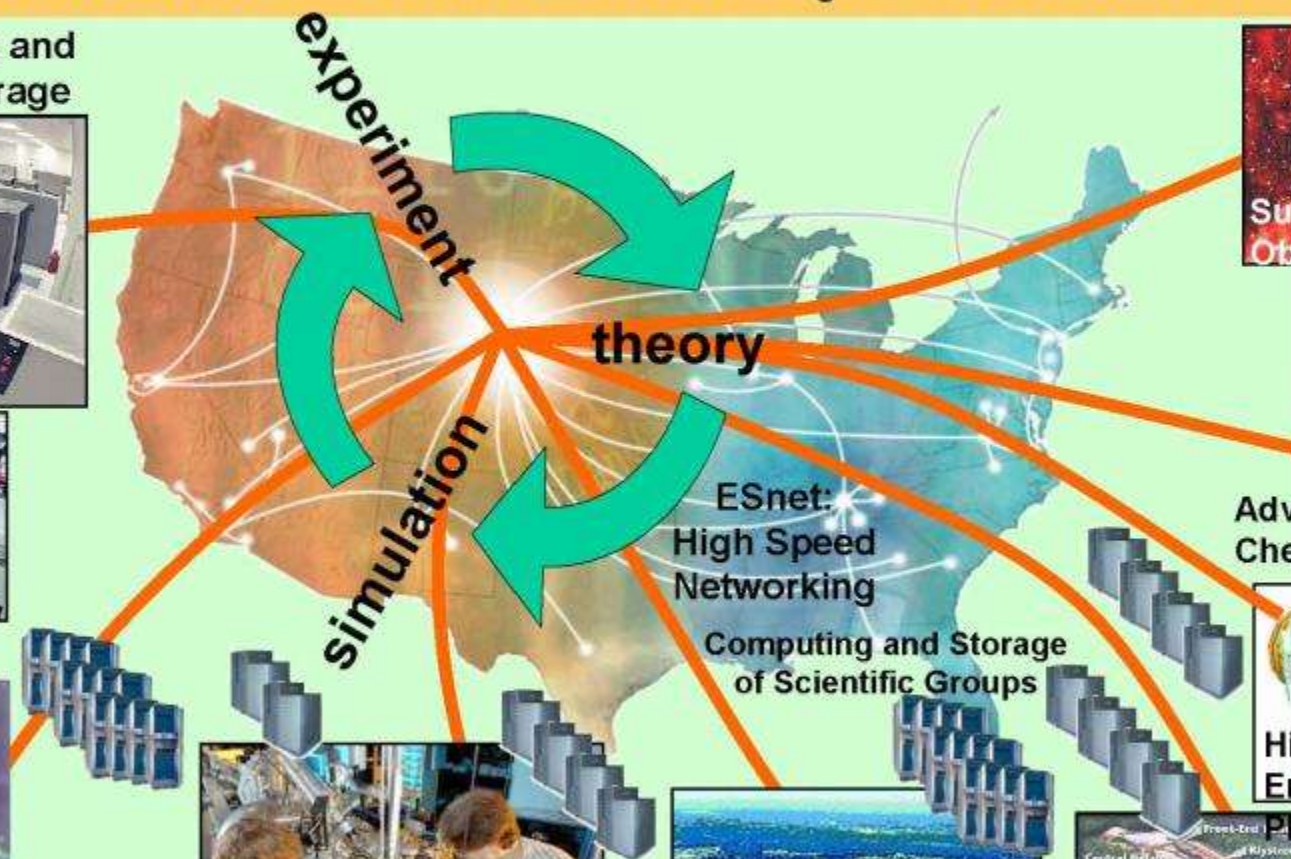
Supernova Observatory



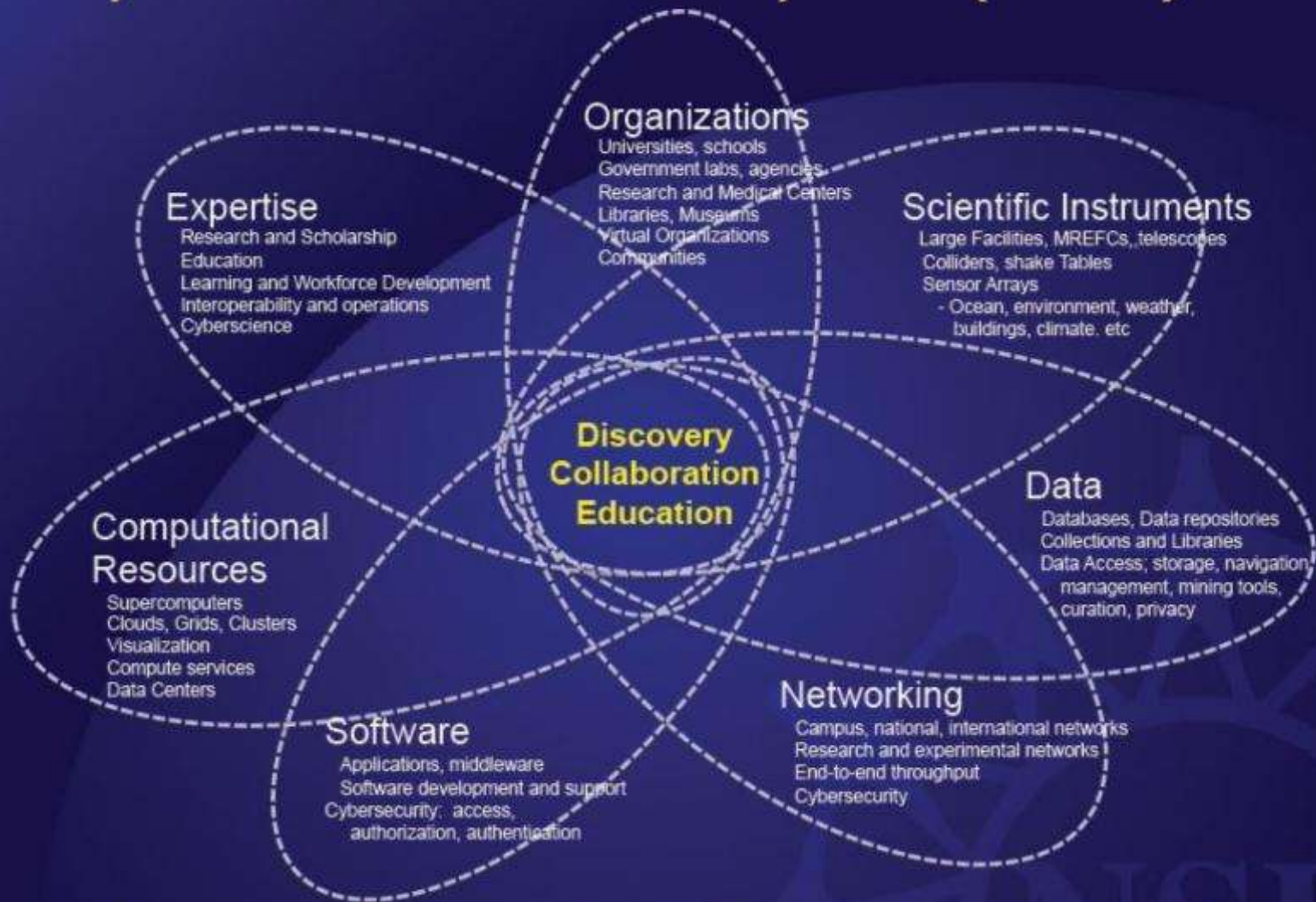
Advanced Chemistry



High Energy Physics

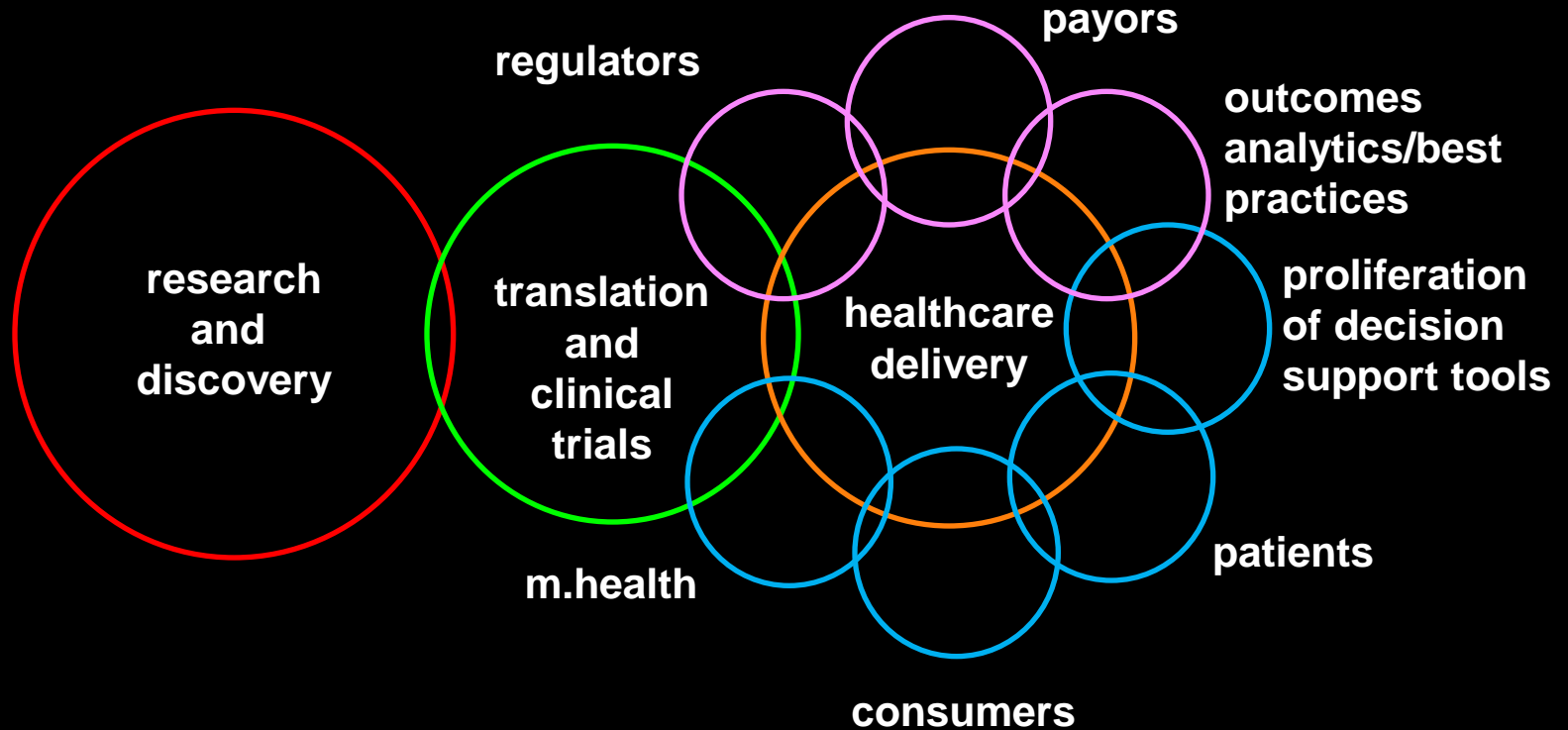


Cyberinfrastructure Ecosystem (CIF21)



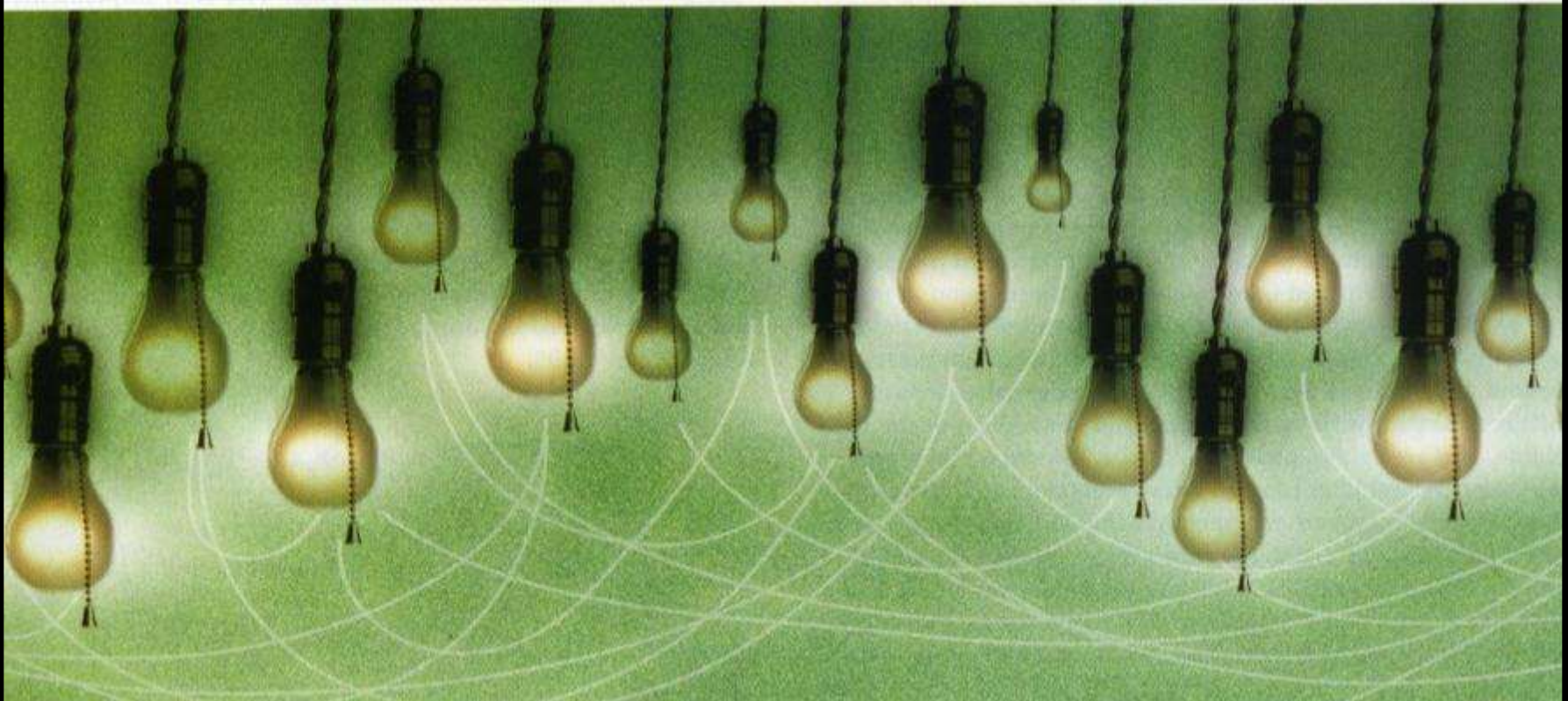
Maintainability, sustainability, and extensibility

The Design of Facile, Seamless Cross-Domain Data Exchange Formats for Large Scale Biomedical Data

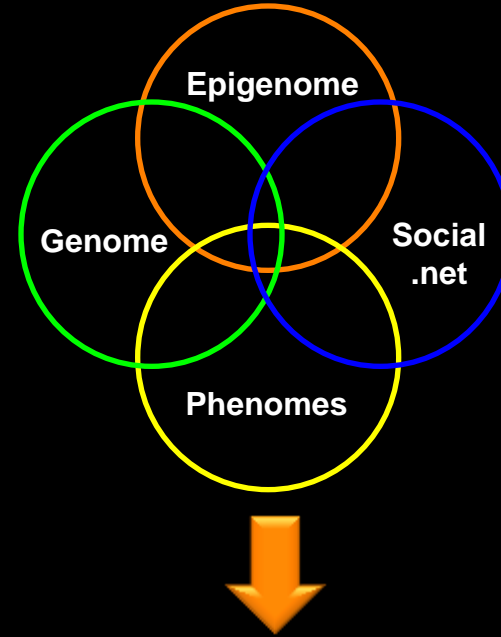
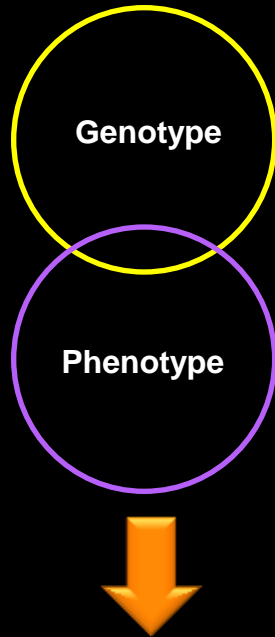


Silos Subvert Solutions

HELL IS THE PLACE WHERE NOTHING CONNECTS — T.S. ELIOT



Rich Data Will Drive Clinical Profiling to ‘Interpreted Phenotypes’



Observed Phenotype

- clinical annotation
- EHR data mining

Interpreted Phenotype and Phenomes

- clinical annotation
- iPOPs
- +
- large scale data analytics for “**robustness of match**” of observed clinical phenotype + iPOP profile + curated literature as a multi-dimensional matrix

The Design Challenge for Next Generation HIT Systems

- **today EHRs not designed to support secondary use of data to inform research/translational medicine**
- **lack of harmonized data standards in different disciplines/delivery systems as handicap to data meta-analytics outside of original capture institution**
- **urgent need for new integration models for diverse data**

Lessons from the UK

Whither public HIEs?

BY MIKE MILLIARD, *Managing Editor*

LONDON – Some sobering news came from across the pond this past year. On September 22, England's Department of Health announced it would finally scrap the country's decade-long, problem-plagued health information technology initiative, the National Programme for IT (NpIT).

its government-led approach. By hand-picking vendors and following a one-size-fits-all nationwide strategy – and especially by giving short shrift to the needs and feedback of physicians – NpIT, however well-intentioned, was bound to fail.

“Labour's IT programme let down the NHS and wasted taxpayers' money by imposing a top-down IT system on the local NHS, which didn't fit their needs,” said Andrew Lansley,



Some have predicted that the U.K.'s problems with top-down information exchange will soon be echoed here in the U.S.

- 22 September 2011 announcement by NHS to terminate decade long HIT initiative with sunk cost of £6.5 billion of planned £11 billion
- challenge of top-down, one size-fits-all approach

Health IT: A Paleolithic (Pre-Internet) Endeavor Ready for Disruption: Making “Meaningful Use” Meaningful

- **proliferation of over 700 EMR vendors with 1750 distinct certified products**
- **the vendor trap (K. D Mandl, I.S. Kohane, NEJM (2012) 336, 2240)**
 - **major barriers to use of common open-source systems for sharing population-level data and analytics**
- **import large scale web-based platforms and secure cloud-based storage from other industries**
 - **process automation and quality metrics**
 - **care coordination, patient engagement and reporting**
- **aggregated EMR data and longitudinal tracking of individuals as rich substrate to inform research/translational trials on outcomes**

Collaborative Clinical Connectivity Inter-Operability and Open Source Technologies



The Design Challenge for Next Generation HIT Systems

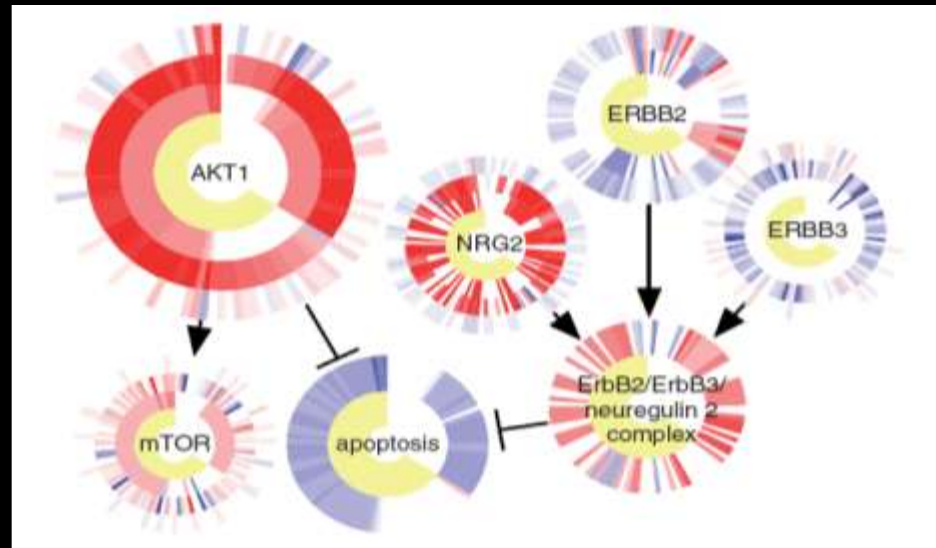
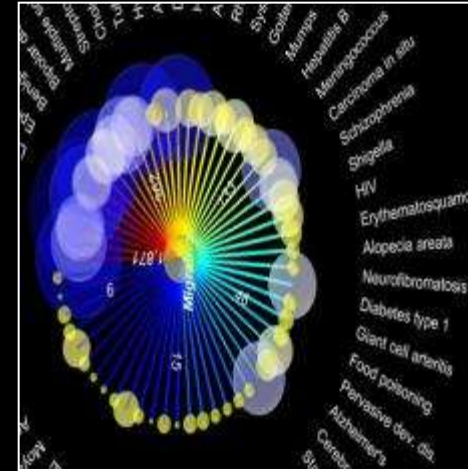
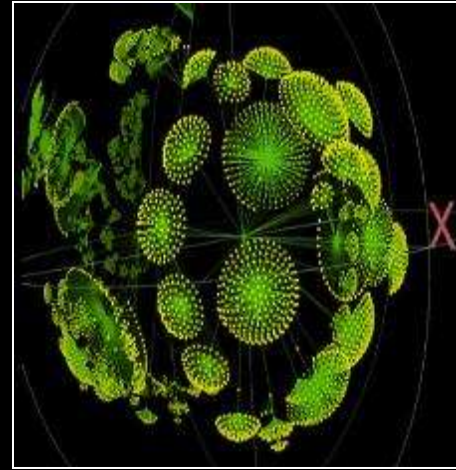
- **urgent need for new integration models for diverse data**
 - **iPOPs**
 - **current and planned clinical trials**
 - **observational data from primary care provider and patient self-reported data**
 - **SEER (surveillance, epidemiology and end results) data**
 - **m.health/sensor net remote data monitoring**
 - **payor data and outcomes**

**The Growing Education and Knowledge Gaps
in Comprehension of Molecular Medicine Concepts
Among Healthcare Professionals**

Overcoming Gaps in Physician Knowledge of Molecular Medicine and a Paper-Centric Healthcare System

- **90% of Americans lack confidence in their clinicians ability to understand and use genetic information**
_ http://www.cogentresearch.com/news/Press%20Releases/CGAT_2010
- **professional cultural vulnerability/reluctance to acknowledge**
- **refuge in outdated SOC/guidelines that fail to integrate much new molecular profiling data**
- **protracted deliberations by professional societies/boards**
- **less than 4% of 8967 ACGME programs relate to genetic expertise (JAMA 2011 306, 1015)**
- **MD curriculum/CME challenges**
- **generational gap in IT use/facileness and resistance to computerized decision-support tools**

Integration of iOmics Data Into Electronic Health Records and Clinical Decisions



What Is?

The Evolution of Computation Capabilities for Natural Language Q&A in Large Unstructured Datasets



Jeopardy 16 February 2011

- IBM's Watson
 - 2880 CPUs
 - natural language questions
- prelude to Q&A systems for biomedicine beyond keyword IR searches

 **WELLPOINT** | Health.Care.Value.™


NUANCE

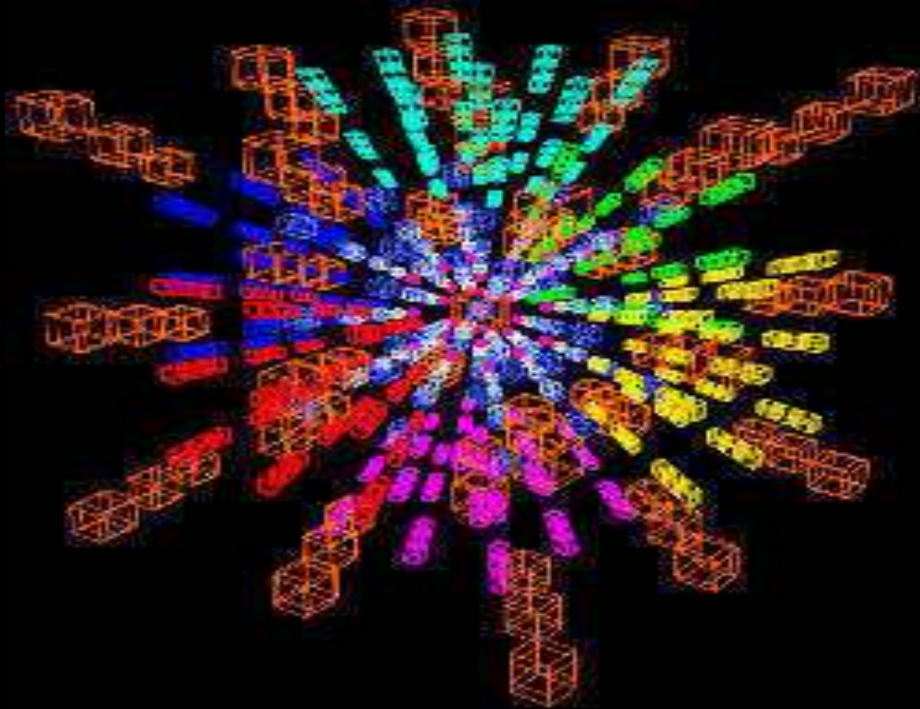
Assembly, Annotation, Analysis, Storage and Curation of Large iPOP Datasets

- **don't know future value of current data**
- **what can we ignore or discard?**
- **important dots yet to be identified can't be connected**
- **data provenance, authenticity and durability**
- **dynamic curation and ID of meaningful dots and connections**
- **traditional models of collect, winnow and disassemble are ill-suited for dynamic analysis of big data**

INTELLIGENCE AT INGESTION

INTELLIGENT STORAGE TECHNOLOGIES

Context: Data Finding Data



**Feature
Extraction
and
Classification**



**Context
Analysis**
↕
**Persistent
Context**



- **Relevance
Detection**
- **Situational
Awareness**
- **Intelligence**



**Rapid,
Informed
Decisions**

**21st Century Knowledge Networks
versus
20th Century Organizations**



BioIT World 2011 - by **Sorena Nadaf, M.S. M.M.I**
Director - Translational Informatics, CIO

Changing Minds and Changing Cultures: The Barriers of Entrenched Behaviors and Current Reward Structures

- **re-engineering a complex ecosystem approaching 20% of GDP**
- **perverse incentives**
 - **academic research: lack of accountability and poor/slow translation**
 - **clinical: do more, bill more**
 - **industry: the tyranny of Wall Street short termism**
- **current institutions, leadership and financial interests can't be expected "to vote themselves off the island"**

Silos, Turf and Cultural Conservatism as Barriers to Change





- rethink
- recalibrate
- design

What is required?

What is sustainable?

The Evolution of an e.Health:m.Health Knowledge Ecosystem

reactive, episodic care
reactive, symptoms-based care



continuous care
proactive pre-emptive risk detection and mitigation

erratic and poor compliance



monitored compliance

centralized delivery locations



increasingly distributed PON systems

professional paternalism, high initial misdiagnosis and error



access and democratization of relevant information by consumers and engagement in care decisions

fragmented and uncoordinated practice data



integrated datasets and analytics to optimize risk ID/mitigation and best practice guidelines

New Locations and New Services in Primary Healthcare

What Was



Will Be



The Changing 'Care Space' in Healthcare Delivery

- from fixed, tethered, compartmentalized, provider-centric facilities

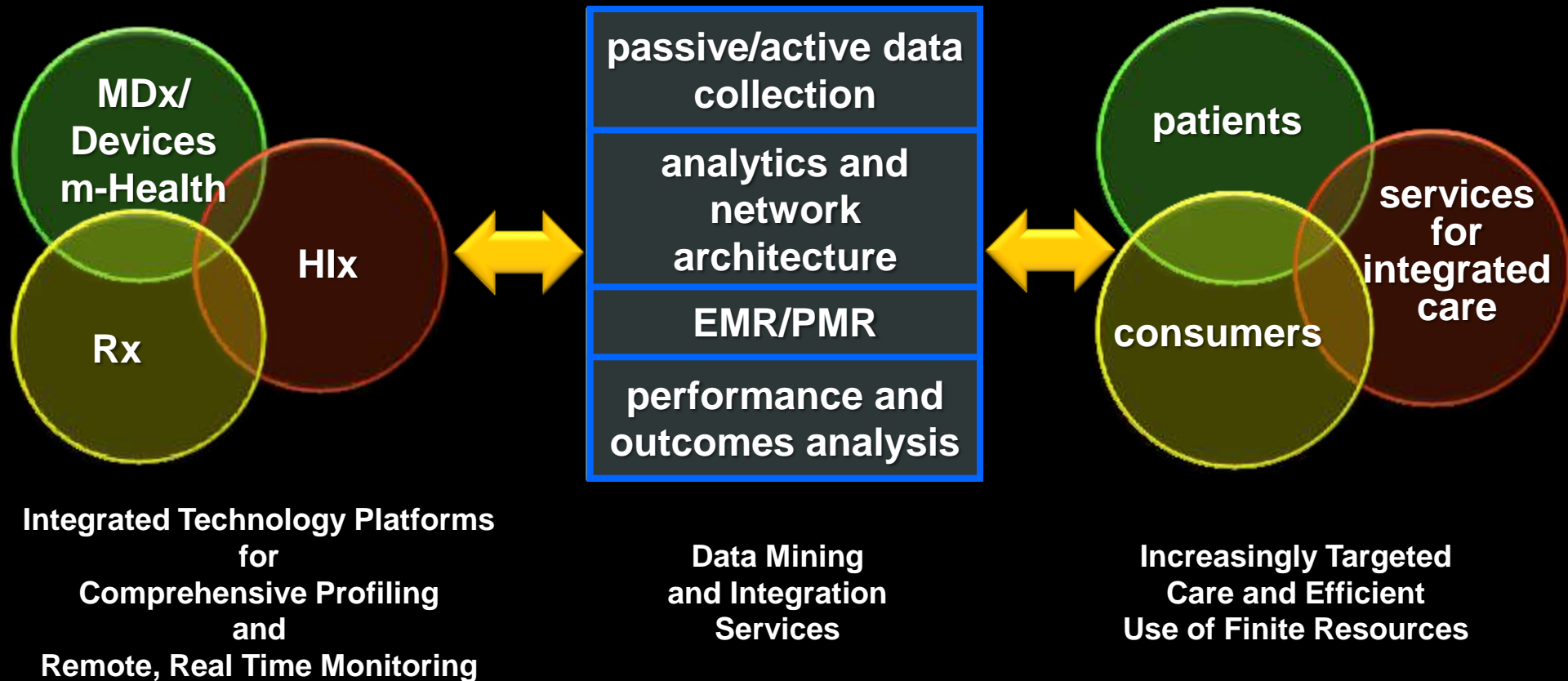
to

- distributed- and virtual-architectures connecting multiple providers, home, work and the internet
- from reactive, incident-centric, poorly coordinated and sequential referrals and inefficient post-incident monitoring

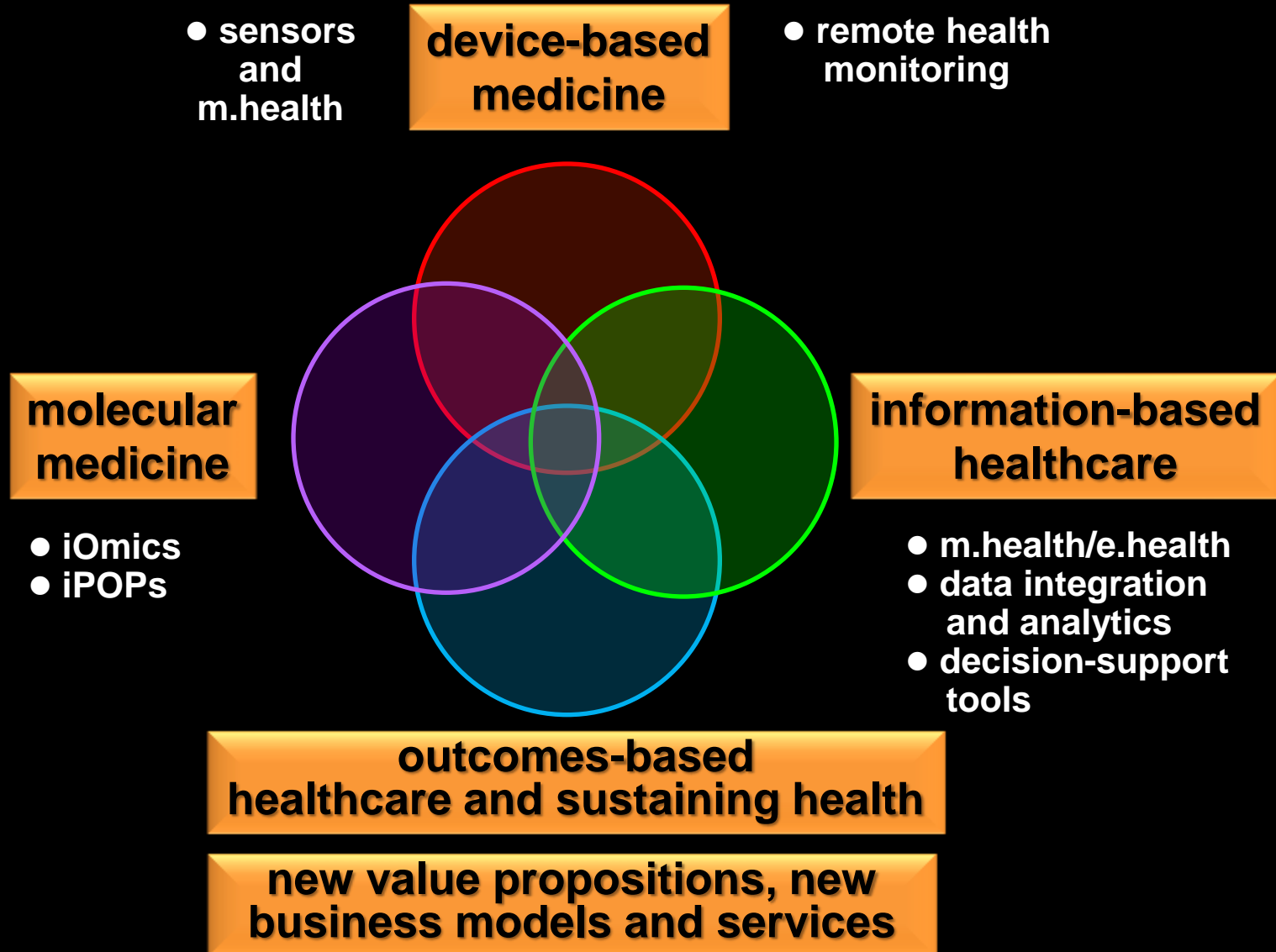
to

- pervasive, persistent monitoring of health status for pre-emptive risk mitigation and improved compliance/personal stewardship of health

A New Healthcare Ecosystem Arising From Technology and Market Convergence



The Rise of Digital Healthcare



Disruptive Technologies and Creative Destruction



- arise at margins of existing fields
or
convergence/fusion interstices of previously
separate technical domains/markets
- importance typically denied by KOLs and market
leaders with often fatal consequences

Disruptive Innovation in Healthcare

Convergence

- biomedicine, engineering, materials
- computing, telecommunications, social media

Consumerism

- engagement in health decisions
- responsibility for risk reduction and compliance
- remote health monitoring
- wellness premium

Cost Control

- precision diagnostics, rational Rx
- risk ID and mitigation
- data and evidence driven practice

Disruptive Innovation in Healthcare

Computational biomedicine

- big data analytics: discovery to care delivery
- m.health and e.health
- human: machine interactions

Competencies

- trans-disciplinary: cross-domain
- education and training

Competition

- new integrated services and business models
- reverse innovation (BRIC) countries
- new cross-domain coalitions and consortia

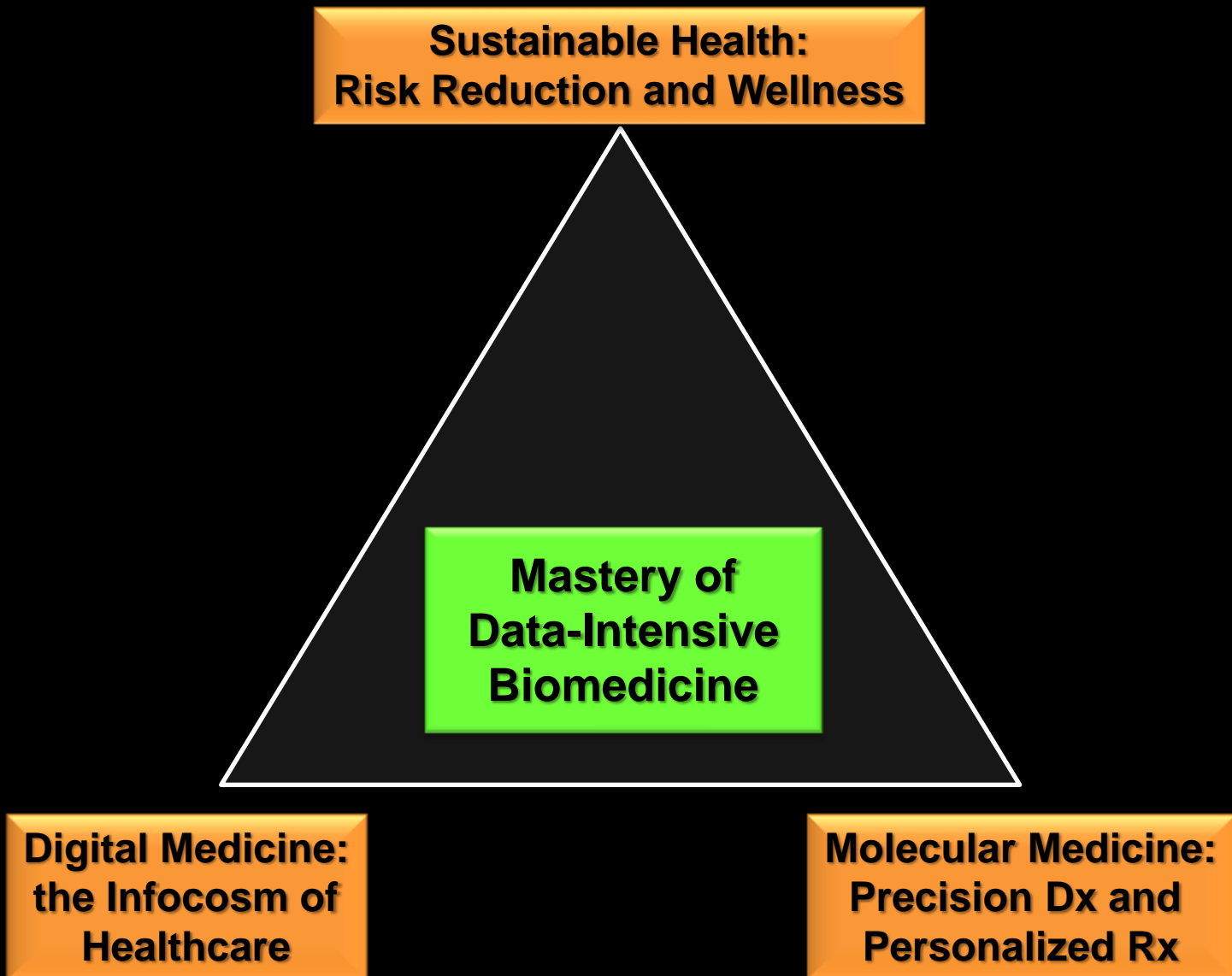
Disruptive Innovation in Healthcare

- convergence
- cost control
- competencies
- consumerism
- computational
biomedicine
- competition



NEW VALUE PROPOSITIONS

Disruptive Innovation and Evolution of a New Ecosystems for Sustainable Health



Slides Available: <http://casi.asu.edu/>

