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CDM MEDIA ANNOUNCES EVENT DETAILS FOR UPCOMING CANCER INFORMATICS SUMMIT

CHICAGO, February 19, 2013—CDM Media announced event details today for its upcoming inaugural Cancer Informatics Summit, Feb. 20-22, 2013, at The Fairmont Dallas in Dallas, Texas.

The Cancer Informatics Summit will bring together leading CIOs, CMIOs and IT professionals from cancer centers across the nation to confront and overcome current informatics technology issues and trends. The event will enable attending executives to network with peers and learn from each other's experiences through engaging educational sessions conducted in a comfortable, yet focused business environment.

"We're thrilled that our first event for the cancer informatics and bioinformatics community is shaping up so nicely," said Ross Abbott, VP Sales, North America for CDM Media. "Our event features today's most influential leaders in the field, coming together to address and overcome industry challenges to strengthen their departments, their organizations and, ultimately, the fight against cancer."

Here are a few confirmed attendees:

- Aarti Vaishnav, Director of Informatics, Norris Cancer Center, University of Southern California
- Frank Manion, CIO & Director, Comprehensive Cancer Center, Univ. of Michigan Comp. Cancer Center
- Jack London, Ph.D., Research Professor Cancer Biology/Director, Research Informatics, Thomas Jefferson University, Kimmel Cancer Center
- Sorena Nadaf, CIO & Associate Director, Helen Diller Family Comprehensive Cancer Center, University of California San Francisco; Director, Translational Informatics Core
- Dr. Warren Kibbe, Director Cancer Informatics & CIO, Northwestern University

A strategic agenda offers the opportunity for critical exchanges through visionary Keynote Presentations, Think Tanks, Thought Leadership workshops, Analyst Q&As and much more. Attendees will meet one-on-one with

solution providers throughout the summit to learn about critical products and services capable of solving organizational challenges.

Here are a few topics on the agenda:

- Developing an Oncology Research Information Exchange
- The Learning Healthcare System in Cancer Care and Research
- Data Warehousing and Integration Strategies
- The Big Data Challenges – The Shift to Personalized, Value-Based Healthcare
- Genomics, Proteomics and Biomarkers Informatics

For more information about the Cancer Informatics Summit, visit www.cancerinformaticssummit.com. If you are interested in participating in this event, please contact Ross Abbott, VP sales, North America at ross.abbott@cdmmedia.com or by phone at +1 312.374.0840.

About the Cancer Informatics Summit

The Cancer Research Informatics Summit is a gathering for leading CIOs, CMIOs and IT professionals from cancer research centers across North America to discuss the informatics and bioinformatics technology challenges currently facing cancer research institutions. Through focused educational sessions and networking, attending executives will collaborate on current challenges, including securing unified systematic databases, strengthening weak infrastructures, information retrieval obstacles, high costs, economic and regulatory concerns, ethical challenges and many others. This exclusive event is a unique opportunity for attendees to network with cancer research technology peers, share insight and come away with key takeaways capable of improving the research process from bench to bedside.

About CDM Media

CDM Media is a leading B2B technology marketing and media firm, producing C-level executive events all over the world. CDM Media specializes in technology summits and custom events for C-level executives from Fortune 1000 companies, and major technology solution providers. These events are driven by industry, region and relevant topics, enabling attending delegates to address current issues and trends, learn from one another, network and generate key takeaways. CDM Media is headquartered in Chicago, with a second office in Cardiff, U.K. To learn more, visit www.cdmmedia.com.

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