

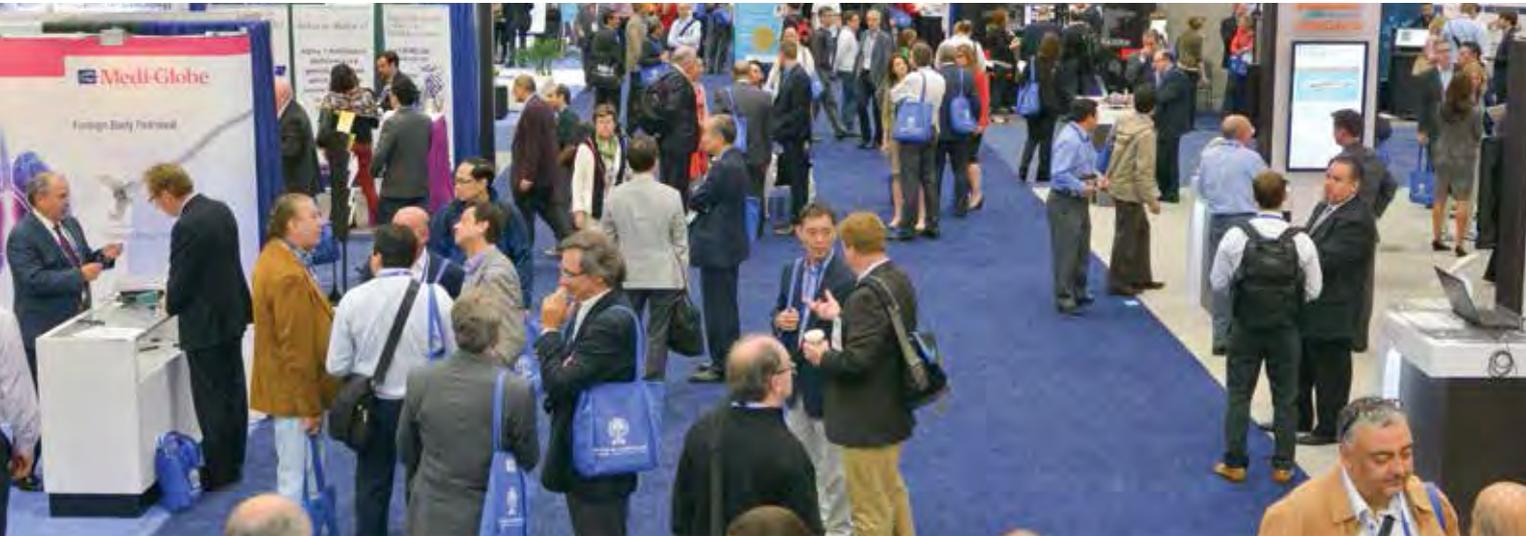
ATS DAILY BULLETIN

Where today's science meets tomorrow's care™



San Francisco, California
PREVIEW EDITION
May 13-May 18, 2016

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The Exhibit Hall opens at 8 a.m. each day, giving you more time to explore the many products and services and meet with representatives from more than 210 companies at ATS 2016.

Exhibit Hall Fuels Learning

A big part of your ATS 2016 International Conference educational experience is the Exhibit Hall. We've made some impactful changes to complement the knowledge you'll gain while you explore the Exhibit Hall. This year's Exhibit Hall will fuel your learning and help you stay fit while you're on the road.

ENJOY A NUTRITIOUS, COMPLIMENTARY BREAKFAST

It can be difficult to get a nutritious breakfast when you're traveling, but you can in the ATS Exhibit Hall each morning from 8 a.m. to 9 a.m. The ATS will offer a free, heart-healthy and light continental breakfast, featuring a selection of nonfat yogurts, low-fat granola, sliced seasonal fresh fruits, dried fruits, as-

sorted low-fat muffins, low-fat cream cheese, and fruit preserves.

GET AN EARLY START IN THE EXHIBIT HALL

The Exhibit Hall opens at 8 a.m. each day—two and half hours earlier than last year—so you can get a jump on exploring a multitude of products and services and meet with representatives from more than 210 organizations. In addition, the ATS has set aside one hour each day, from 1:15 p.m. to 2:15 p.m., when no sessions or events are concurrently held.

FORGE A PATH TO LEARNING WITH WAYFINDERS

To help you quickly find what you need in the Exhibit Hall, the ATS has added a new

technology tool—WayFinders. Prominently located throughout the Exhibit Hall, interactive standalone touchscreens allow you to search for exhibitors by company name, product category, or keyword. After your results display a list of matching exhibitors with their booths highlighted on a floor plan, just click print and walk away with a handy map showing you the way to the exhibitors you wish to visit.

STAY FIT: TAKE THE WALKING CHALLENGE

The ATS and TEVA Respiratory have teamed up to help you stay active and raise funds for the ATS Foundation. All you need to do is to take part in the ATS Walking Challenge. Reward yourself by staying active, and you see [EXHIBIT HALL](#) page 6

Exhibitors Tackle Disease Mechanisms

Two companies—Genentech and Vertex Pharmaceuticals—will bring insights about their work in genetic and genomic testing to the Exhibit Hall floor.

At **Genentech**, in Booths 6, 827, 1627, and 1827, respiratory science is its DNA. For decades, the company has been researching serious and life-threatening lung diseases—making small steps every day that lead to breakthroughs for physicians and individuals with these diseases.

Genentech, which is celebrating its 40th anniversary this year, is focused on expanding its portfolio of respiratory medicines, which include:

- Pulmozyme, approved in 1993 for children and adults with cystic fibrosis and still an essential treatment for CF
- Xolair, approved in 2004 as the first see [EXHIBITORS](#) page 4



Register for ATS 2016 by May 12 and Save



The ATS 2016 International Conference is May 13-18 in San Francisco, California. Register by May 12 and save up to \$100*. By registering early for ATS 2016, you'll also be able to:

- Select your accommodations at an official ATS hotel.
- Pre-register and reserve your seat in postgraduate courses, sunrise seminars, the thematic seminar series, meet-the-professor seminars, workshops, and assembly dinners.
- Explore the Exhibit Hall and create your must-see list.
- Purchase tickets for the Eighth Annual ATS Foundation Research Program Benefit.

FOUR WAYS TO REGISTER

1. Visit conference.thoracic.org.
2. Call Convention Data Services at 866-635-3582 (9 a.m. to 5 p.m. EDT, Monday-Friday). Callers outside the U.S. and Canada can dial 508-743-8518. For international groups of 10 or more, dial 508-743-8519.
3. Mail a registration form to:
ATS 2016
c/o Convention Data Services
107 Waterhouse Road
Bourne, MA 02532
4. Fax a registration form to 508-743-9673.

*\$100 savings reflects the difference between Full Member Advance Registration and Full Member Onsite Registration before any additional purchases and/or fees. ■

ANNOUNCING . . .

Gilead Sciences Research Scholars Programs



Each program provides financial support to three junior faculty researchers for a 2-year period, with each award funded up to \$130,000, to be paid in annual installments of up to \$65,000

Awards are subject to separate terms and conditions

For further information on both programs, please visit the website:

<http://researchscholars.gilead.com>

Click on the desired program logo

Cystic Fibrosis

Application Deadline: Friday, July 22, 2016

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Pulmonary Arterial Hypertension

Application Deadline: Friday, August 5, 2016

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PAR: Your Connection to Patients

Last year's ATS Public Advisory Roundtable (PAR) Meet-the-Expert Forum gave patients and family members the opportunity to spend a half day with experts in pulmonary, critical care, and sleep medicine. The forum has become so popular that attendance increased from 190 in 2014 to 248 in 2015.

This interest exemplifies the commitment the Society has made to patients and their families through the ATS PAR.

Founded in 2001, ATS PAR is a partnership with organizations representing persons affected by respiratory diseases, sleep-related conditions, or related critical illnesses. The ATS collaborates with these groups to advance shared educational, research, patient care, and advocacy goals.

The PAR Meet-the-Experts Forum will be from 10 a.m. to 2 p.m., Saturday, May 14, at the Marriott Marquis, Room/Location TBD.

Open to the general public, this free forum will give patients and families the opportunity to hear from experts on how to use technology more effectively. The panel will include speakers from the University of California, San Francisco; University of Illinois, Chicago; and West Virginia University, Morgantown. In particular, they will share their thoughts on improving patient adherence using CPAP, managing lung diseases in rural areas, and using social media as a tool in smoking cessation.

Following the panel discussion will be breakout sessions. Attendees will be able to mingle with expert pulmonologists representing COPD,



Open to the general public, the popular PAR Meet-the-Expert Forum brings patients and family members together with experts.

scleroderma, pulmonary hypertension, pulmonary fibrosis, sarcoidosis, asthma, and rare lung diseases, such as primary ciliary dyskinesia, nontuberculous mycobacteria, lymphangiomatosis and Gorham's disease, LAM/tuberous sclerosis, children's interstitial lung disease, and Alpha-1 antitrypsin deficiency. Patients will be able to informally discuss the latest in research, clinical trials, and clinical care with the experts.

One of last year's Meet-the-Expert moderators, Teresa Barnes, who lost five family members to pulmonary fibrosis, shared that beyond giving patients the power to improve their lives, the ATS PAR event gives family members and caregivers a renewed understanding of what their family members experience.

"A lot of times, there is a disconnect between a patient and family member or a caregiver, says

Ms. Barnes, a past chair of ATS PAR. "To talk to experts and understand the reasons people feel the way they do, they have a renewed understanding of what their family member is going through and a better relationship as a result."

Physicians also gained insights from patients, including first-time presenter Rebecca Keith, MD, assistant professor of medicine at the University of Colorado School of Medicine, Aurora.

"The ATS PAR forum is exciting because it allows me as a physician to understand what my patients are learning and their interests," Dr. Keith says. "I spent some time having lunch with patients who have pulmonary fibrosis and learning from them what it's like to deal with this disease and how they get through every day. It is really impressive how resilient they are and how they manage to make the best out of each situation." ■

Visit the ATS PAR Area

Attendees will be able to connect with patients, patient interest groups, and advocates at the ATS PAR area in the Exhibit Hall. Organizations with representatives on the ATS PAR include:

- Alpha-1 Foundation
- Asthma & Allergy Foundation of America*
- Children's Interstitial Lung Disease Foundation
- Cystic Fibrosis Foundation*
- Emphysema Foundation for Our Rights to Survive (EFFORTS)*
- Foundation for Sarcoidosis Research
- The LAM Foundation
- Lung Transplant Foundation
- Lymphangiomatosis & Gorham's Disease Alliance
- NTM Info & Research, Inc.
- PCD Foundation (Primary Ciliary Dyskinesia)
- Pulmonary Hypertension Association
- Scleroderma Foundation
- Tuberos Sclerosis Alliance*

* Not exhibiting at ATS 2016. ■

NEW TO THE CONFERENCE? Get Oriented With ATS 101

ATS 101 Orientation Session is perfect for attendees new to the International Conference. Make connections and learn more about the Society!

Sunday, May 15

Noon to 1 p.m.

Center for Career Development
Moscone Center, Alcove B
(West Building, Level 2)

RSVP to: lguzman@thoracic.org

Visit the ATS Exhibit Hall Online

Exploring the Exhibit Hall is a cinch with the ATS Online Exhibitor Directory, ats16.mapyourshow.com. This convenient, interactive tool gives you the means to learn about the more than 210 exhibitors showcasing their products and services prior to the ATS 2016 International Conference and plan which exhibitors you'd like to see.

Review the exhibits by company name, product category, state, and even country. Your results will display a list of matching exhibitors, and their booths will be highlighted on your own floor plan. Or, use this interactive tool to scroll over the Exhibit Hall floor plan to create your must-see list of exhibitors. Enhanced product categories make it even easier to pinpoint exactly what you need.

These few steps to plan ahead will give you the means to make the most of your time in the Exhibit Hall. ■

Exhibit Hall Hours

SUNDAY, MAY 15

8 a.m. to 2:45 p.m.

Unopposed Hours 1:15 to 2:15 p.m.

MONDAY, MAY 16

8 a.m. to 2:45 p.m.

Unopposed Hours 1:15 to 2:15 p.m.

TUESDAY, MAY 17

8 a.m. to 2:45 p.m.

Unopposed Hours 1:15 to 2:15 p.m.



ATS Daily Bulletin
We help the world breathe
PULMONARY • CRITICAL CARE • SLEEP

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ATS Communications and Marketing

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Start your morning in the Exhibit Hall with a heart healthy breakfast!

Served from 8-9 a.m.

Located in Halls A-C
Moscone Center



South Building,
Lower Level

Early Career Investigators Vie for BEAR Cage Honor

Early career investigators will pitch their innovative proposals when the BEAR (Building Education to Advance Research) Cage returns to the ATS International Conference on Sunday, May 15. The Second Annual BEAR Cage, from 11:30 a.m. to 1:15 p.m. in Moscone Center, Room 105 (South Building, Lower Level), is certain to entertain, enlighten, and educate when three

investigators compete for grants before a live audience and pitch their innovative research proposals to a panel of translational science experts representing academia, industry, and governmental sectors.

Last year's winner, Joshua P. Fessel, MD, PhD, Vanderbilt University Medical Center, will provide an



update of his winning project "A Novel System to Detect and Prevent Impending Aspiration—AspirGard IT-NGT," which garnered him the \$5,000 prize.

Last year's runners-up, who received \$2,500 each, were Laura Crotty-Alexander, MD, University of California, San Diego, for "Effects of E-Cigarette Vapor on Viability, Inflammatory Responses and Antimicrobial Function of Airway Cells," and Tiffany M. Powell-Wiley, MD, MPH, FAHA, National Heart, Lung, and Blood Institute, for "Tailoring Mobile Health Technology to Neighborhood Environment: A Multilevel, Community-Based Pilot Physical Activity Intervention."

Early career investigators who are ATS members submitted research proposals to the ATS BEAR Cage competition, sponsored by the ATS Drug Device Discovery and Development Committee. The top three submissions chosen by the ATS DDDD Committee were invited to pitch their research proposals. Again this year, the panel, with audience participation, will award \$5,000 to a grand-prize winner and \$2,500 each to two runners-up. ■



BEAR Cage audience members, along with a panel of experts, scrutinize innovative research proposals and select the winners.



Connect & Collaborate!

ATS 2016 offers several avenues for engaging with other attendees about your career path and patient care, and that engagement extends to the Exhibit Hall. Here are two examples of exhibitors who can help you explore options for connecting and collaborating with colleagues or patients.

The **COPD Foundation**, in Booth 536, will exhibit a reimagined care model in COPD—COPD360coach. This product focuses on redefining the multidisciplinary health care team and supporting it with tools that connect the entire patient experience, while allowing users the convenience of doing so from their homes.

COPD360coach was conceptualized following the COPD Foundation's participation in the CrowdsHaped event, a two-day collaborative, creative thinking event based on the principles of crowdsourcing and open innovation. Patients' voices are often not heard in care model designs, but COPD360coach was designed by engaging patients from the beginning and incorporating their feedback throughout the creation, development, and evaluation process.

With COPD360coach, health care systems see immediate value by quickly identifying patients who are falling behind in their engagement and adherence, allowing health care providers the ability to recognize possible issues quickly. Driven by an electronic medical record integrated automated workflow, health care systems are able to dramatically scale the number of patients they manage through a visual, self-paced, and personalized patient portal. Stop by the COPD Foundation booth and see how the new care model can help change the way you help your COPD patients.

Doximity, in Booth 2310, is the largest professional network for physicians with more than 60 percent of all U.S. doctors as members. Physicians join to connect and collaborate with other doctors about patient treatment, identify appropriate experts for patient referrals, and manage their careers all in a secure environment.

In the past year, Doximity launched the first interactive map of physician compensation and jobs, in an effort to bring more transparency to medical careers. It includes anonymized annual income data from more than 35,000 physicians across 48 specialties. For tips with your job search, visit blog.doximity.com. ■

EXHIBITORS

Continued from page 1

- and only biologic treatment for people older than 12 with moderate to severe persistent, uncontrolled allergic asthma
- **Esbriet**, one of the first treatments for idiopathic pulmonary fibrosis
Looking ahead, Genentech is developing:
- **Lebrikizumab**, designed to treat some of the nearly 15 million people suffering from severe asthma
- **AMG 282**, to be evaluated for the treatment of asthma and chronic obstructive pulmonary disease

- **Erivedge**, a basal cell carcinoma treatment being evaluated in combination with Esbriet for the treatment of IPF
- **GDC-3280**, a molecule hypothesized to behave similarly to Esbriet, with the potential for equal or better benefit with greater tolerability
Genentech is excited to celebrate its rich heritage with the scientific community at ATS 2016.

Vertex Pharmaceuticals, in Booth 327, will showcase its growing understanding of how molecular defects in the cystic fibrosis transmembrane conductance regulator gene relate

to the complex and varied clinical manifestations of CF.

This educational booth walks visitors through the mechanism of action of CFTR protein channels; the varied molecular consequences of CFTR mutations and resulting clinical phenotype; CFTR protein defects and their effect on total CFTR activity; CF pulmonary disease, immune response and lung microbiome interactions; and the microbial ecology of the lung and extrapulmonary clinical manifestations of CF.

Download the CF GeneE App on iTunes and have CFTR mutation information right at your fingertips. ■



EXHIBIT HALL
Continued from page 1

could be rewarded by the ATS for your efforts too.

The first 2,000 registrants receive a free ATS wireless tracker to use with the walking challenge app (distributed on a first-come, first-serve basis). Be one of the top three overall steppers and win a prize—Grand prize is a Microsoft Surface Pro 3; second prize is a Fitbit Surge; and third prize is a Zolt Laptop Charger Plus.

Increase your steps virtually by visiting the TEVA Respiratory booth for a daily step booster. While in the booth, use the Walking Challenge Mobile App to scan the QR code booster each day. Earn 500 steps on Day 1, 750 steps on Day 2, and 1,000 steps on Day 3. More visits add up to more steps. Track your steps and watch the results unfold live on leaderboards in the TEVA Respiratory booth and at the ATS Walking Challenge booth.

For every participant who walks 30,000 steps, TEVA Respiratory will make a donation of \$100 to the ATS Foundation, for a total maximum donation of \$50,000.

To make it fun, look for colorful, “street” signs noting the number of steps to prominent places, such as the Golden Gate Bridge.

The ATS Walking Challenge Mobile App also supports attendees who prefer to use their own Fitbit, Jawbone or iPhone/Android smartphone step counters.

To learn more, visit cloud.hekahealth.com/ats2016. ■

ATS Provides Free Professional Headshots

Get a professional headshot when you visit Booth 2527 in the Exhibit Hall. You don't need to make an appointment, and your photo will be sent to you via email two weeks after the International Conference. As a bonus, professional headshot photographs are free this year for all attendees. Simply smile, snap, and check your email for the photo after returning from the conference.

WHY YOU NEED A HEADSHOT

1. People connect with those they know, like, and trust: Having a professional headshot helps people feel like they know you before you've even met.
2. It's a good marketing tool: Hospitals, medical groups, university websites, brochures, and other communication channels all benefit from professional photos.
3. Your patients want to know who will be taking care of them: Your photo can help put patients at ease.
4. The right photos will communicate your and your organization's competence, friendliness, and eagerness to help.

You never know when someone is going to request your headshot, so it's good to have it on hand. Maybe you won an award, got a promotion, became an assembly chair, or were recognized for volunteer work ... all reasons to need a professional headshot.



HOW TO PREPARE FOR YOUR HEADSHOT

1. Be prepared to look your best.
2. Keep clothing simple, avoid wearing a white shirt, which makes people look washed out, or busy patterns that distract from your face. Mid-tone or dark solid colors work best.

Make sure your ATS member profile is up to date by visiting the ATS Center. Update your member profile with personal and professional data, including degrees and certifications, assembly choices, contact information, and headshot. Keeping your profile current helps the ATS better inform you of new resources, products, and events to build your career. ■

American Thoracic Society

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Join us for a non-CME dinner symposium

Sunday, May 15, 2016

6:30 PM Registration & Buffet Dinner

7:00 - 8:30 PM Interactive Session

Controversies in PAH: Experts Explore Combination Therapy

SAN FRANCISCO MARRIOTT MARQUIS

**Yerba Buena Ballroom 9
780 Mission Street, San Francisco, CA**

Join us for a non-CME dinner symposium featuring leading experts in PAH in an interactive and engaging discussion-based format. The faculty will explore developments in PAH, including combination therapy and clinical trial data. The program will also feature an interactive patient scenario and allow for audience participation.

FACULTY



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To Register For This Program
www.Gilead-dinner.com

An Industry-Organized Symposium at the ATS 2016 International Conference.

A non-CME educational program sponsored by Gilead Sciences, Inc. open to all ATS 2016 International Conference attendees.

Participants will need to wear their ATS badges to the event.

Please be mindful and observe any restrictions mandated by your employer or state related to meals or gifts. In accordance with company policy and the PhRMA Code on Interactions with Health Care Professionals, attendance at this educational program is limited to U.S. health care professionals. Accordingly, attendance by a guest is not appropriate and cannot be accommodated.





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