

**TRANSLATIONAL SCIENCE : HOW TECHNOLOGY AND THE CONSUMERS ARE THE  
NEW DRIVERS OF INNOVATION**

**ABOUT THE LECTURE**

The traditional bench to bedside definition of translational medicine is missing the second half of the equation, that is bedside to bench as a critical driver of next generation therapies. Thus, the consumer/patient perspective and real world practice experience needs to be reverse engineered into the current medical research paradigm. Ubiquitous use of digital technologies in everyday life now offers the opportunity to bring the consumer/patient in as drivers of innovative medical research.

**Speaker:** **Dr Vicki Seyfert-Margolis**

*CEO and founder of My Own Med, Inc.*

**Host:** **Prof Salvatore Albani**

*Professor, Duke-NUS Graduate Medical School*

*Director, SingHealth Translational Immunology and Inflammation Centre*

**Date:** **Tuesday , 17 June 2014**

**Time:** **12.00 PM — 1.00 PM**

**(Light refreshments will be served at 11.30 AM)**

**Venue:** **Duke-NUS Graduate Medical School  
Amphitheatre, Level 2**

**Contact Person:** **Ms Cynthia Lim, Duke-NUS Research Affairs Department**  
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**ABOUT THE SPEAKER**

Vicki L. Seyfert-Margolis, Ph.D. is CEO and founder of My Own Med, Inc., a web and mobile application platform technology for family based co-management of health and a strategy for community building and patient engagement for health care providers and pharmaceutical companies. Prior to this, Dr. Seyfert-Margolis was the Senior Advisor for Science Innovation and Policy in the Office of the Commissioner of the US FDA, and Chief Scientific Officer of the Immune Tolerance Network.

