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FOR IMMEDIATE RELEASE

MOREHOUSE SCHOOL OF MEDICINE CONFERENCE TO ADVOCATE WOMEN'S PERSONALIZED MEDICINE: GENOME TESTING AND GENOMIC PROFILES

Merck Sponsors The 18th Annual HeLa Women's Health Conference
Dedicated to the Memory of Genetic Marvel Henrietta Lacks

ATLANTA – September 3, 2013 – Morehouse School of Medicine's (MSM) will host the 18th Annual HeLa Women's Health Conference on Friday, September 13, 2013. Registration for this full-day discussion on the state of women's health opens at 8:30 a.m. This conference is made possible in part by a Merck educational grant, dedicated to growing the discussion on women's health research and clinical practice.

Johns Hopkins School of Medicine's Director and Vice Dean for Clinical Research Dan Ford M.D., M.P.H. will serve as keynote speaker. Johns Hopkins is credited with the first discovery and medical innovation surrounding HeLa cells.

The first *HeLa Conference* was held in Atlanta, Georgia in October 1996 and named to honor *Henrietta Lacks*, the African-American woman who died at the age of 31 from cervical cancer and was the source of HeLa cells -the first breakthrough in growing human cells outside the body. Deborah Lacks, one of Lack's five children spoke at that initial HeLa conference on the subject of cancer control. In 1997, the BBC produced a documentary about Henrietta Lacks called "The Way of All Flesh."

During this year's conference, attendees will engage with the nations top women's health professionals and by the end of the conference be able to:

- Identify new developments in the application of personalized medicine in genetic analysis, stem cell therapy in cancer and metabolic diseases
- Use information on the role of DNA and Genome profiles; in targeted personalized therapy
- Define the area of personalized and targeted chemotherapy in cancer
- Apply new information derived from results of chemotherapy testing and stem cell transplants and their successful outcomes in treating cancer, genetic defects, and neurodegenerative diseases
- Develop knowledge of genetic counseling in high-risk disease states

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Morehouse School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to sponsor continuing medical education for physicians. Morehouse School of Medicine designates the HeLa Conference as a live activity for a maximum 6 hours *AMA PRA Category 1 credit(s)*TM.

To register and learn more about the HeLa conference and MSM's women's health programs, please visit http://www.msm.edu/exec_offices/office_marketing/Events/hela.aspx.

About Morehouse School of Medicine (MSM)

Morehouse School of Medicine (MSM) was founded in 1975 in Atlanta, Georgia, as a two-year medical education program at Morehouse College, with clinical training affiliations with several established medical schools for awarding the M.D. degree. In 1981, MSM became an independently chartered institution and the first medical school established at a Historically Black College and University in the 20th century. MSM is among the nation's leading educators of primary care physicians and was recently recognized as the top institution among U.S. medical schools for our social mission. Our faculty and alumni are noted for excellence in teaching, research and public policy, as well as exceptional patient care.

Morehouse School of Medicine is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award doctorate and master degrees.

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