



## **Importance of Biomarker Testing in Treatment Optimization for Patients with Advanced Non-Small Cell Cancer**

**April 20, 2023  
12:00 to 1:00pm CST**

*A WCHQ Webinar Event*

**Register**

\*This is a WCHQ members-only event – registration is required but there is not a fee for WCHQ provider members, annual partners and corporate sponsors to participate. Contact [lbue@wchq.org](mailto:lbue@wchq.org)

### **Topics**

**Introduction to Biomarker Testing in Advanced Non-small Cell Lung Cancer: Clinical Importance, Unmet Need, and Implications for Quality Measurement**  
Ward Kadel, Principal Biomarker Lead, Genentech

**Future of Quality Improvement and Measurement for Biomarker Testing**  
Abbey Harburn, MPH, Director of Analytics and Practice Transformation



Ward is the Genentech US Medical Affairs (USMA) Principal Biomarker Lead for Genitourinary (GU) and Gynecological (GYN) indications, as well as leading the biomarker testing efforts on select drug launches in lung cancer. Ward is in his 17th year at Genentech, where he has spent all of his time in the various iterations of the Oncology Biomarker Development (OBD) group, supporting USMA biomarker efforts. Prior to the past 2.5+ years supporting USMA, Ward Genentech sponsored trials for many years, supporting the atezolizumab/Tecentriq prostate and bladder clinical biomarker programs. He holds a BS in Genetics from UC Davis.



Abbey Harburn, MPH, Director of Practice Transformation and Analytic. Abbey has been with WCHQ for 5 years, serving in a variety of roles including most recently as Analytics Manager. She oversees Practice Transformation department which has been expanded to have an enhanced focus on providing additional information and actionable data, which is now feasible via our Data Voyager platform.

Harburn holds a Master of Public Health Degree from the University of Wisconsin School of Medicine and Public Health and a bachelor's degree in political science from Wellesley College. Prior to her position with WCHQ, she worked at Epic, supporting health systems as they implemented and upgraded their electronic medical record. She has a background in quality measure development, data analysis and collection, and quality improvement.