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CerFlux CEO Leads Discussion on AI in Cancer Drug Discovery with Experts from Pfizer, J&J, and the Frederick National Laboratory at BIO International Convention

BIRMINGHAM, Ala., (May 11, 2023) – CerFlux, Inc., creators of advanced personalized medicine technology for cancer announced today that its CEO, Dr. Karim I. Budhwani, will be leading a panel discussion on the use of artificial intelligence (AI) in cancer drug discovery at the upcoming BIO International Convention.

The panel discussion, titled "Is Your Billion-Dollar AI Cutting-Edge Technology or Artificial Ignorance?" will feature experts from leading biotech companies Pfizer and J&J, as well as the Frederick National Laboratory (FNL) for Cancer Research. The BIO International Convention is the largest biotech conference in the world, and this year's event will take place from June 5-8 in Boston, Massachusetts.

The stakes of the discussion are high. Cancer accounts for a \$2.5 trillion annual global economic impact, and over 1.7 million people are diagnosed with cancer every year in the US alone. Despite nearly \$90 billion in annual investment in preclinical research and clinical trials, over 90% of new cancer therapies fail in clinical trials. And for patients, the cost of treatment is often overwhelming, with 42% wiping out their life savings in just two years after diagnosis.

"Ironically, billions of dollars and FOMO investor zeal frantically chasing the promise of Artificial Intelligence, have been snared in the peril of Artificial Ignorance instead," said Dr. Budhwani. "Despite incredible advances, we've seen example after example of AI perpetuating bias and discrimination across industries. Smart algorithms trained on dumb data transforming 'garbage in, garbage out,' into a more sinister '*garbage in, amplified garbage out.*' But pausing AI in oncology is not an option either. In fact, we have to find ways to accelerate the responsible use of AI in oncology to maximize its benefits and improve patient outcomes."

"Applying AI has tremendous potential in our fight against cancer – improving screening and diagnosis, accelerating drug discovery, predicting treatment outcomes, the list can go on," said Dr. Maggie Scully, Partnership Development Manager at FNL. "This potential benefit is so great, that it must be matched with rigorous, collaborative and transparent application. It is up to all of us to ensure safe, effective and equitable use for all that are affected by cancer."

The panel discussion will explore how AI can revolutionize cancer drug discovery, the market potential for biotech and pharmaceutical companies, and the challenges that must be overcome to realize these benefits. The audience is expected to gain insights into themes immediately relevant to drug R&D, licensing, clinical trials, and regulatory processes. The discussion will also emphasize new tools and capabilities in precision and personalized medicine to reduce the cost and time of bringing cancer therapies to market.



About CerFlux, Inc.

CerFlux, Inc. is a Birmingham (Alabama) based cancer biotech company. CerFlux is creating advanced, personalized medicine solutions, including its patented ChipMux® *biopsy-on-a-chip* for simultaneously testing multiple anticancer agents directly on standard-of-care tumor biopsy tissue. Our goal is to apply this *biopsy-on-a-chip* technology across the cancer care continuum; from improving AI in cancer drug response prediction with PROPHET, predicting clinical efficacy for preclinical compounds with PEER to improving clinical trials with POETRY and identifying the most effective cancer treatments for each patient on an individualized basis with POET. By building solutions that quickly and clearly separate optimal from ineffective options, we will improve treatment outcomes and quality of life for cancer patients.

Additional Information

To request collateral materials for publication or to schedule interviews with principals from CerFlux, Inc., please contact Ms. M. Grace Albright at mga@CerFlux.com for availability.

