



To: Members of the Governing Board

From: Jonathan Y. Thomas, Chair, and Art Torres, Vice Chair

Re: Appointments to the AAWG

As you know, Proposition 14 created the Treatments and Cures Accessibility and Affordability Working Group (AAWG) to recommend policies and programs to the Board to enhance access to, and the affordability of, treatments and cures arising from CIRM-funded research for California patients. The AAWG is composed of 17 members: seven members of the Board, including the Chair and Vice Chair, and 10 outside experts. Pursuant to Health & Safety Code section 125290.75, the Chair and Vice Chair of the Board are required to nominate members of the AAWG for approval by the Board. To date, the Board has appointed the following Board members to the AAWG: Dan Bernal, Allison Brashear, David Higgins, Adrianna Padilla, Al Rowlett. In addition, the Board appointed James DeBenedetti, the Director of Plan Management at Covered California, who fills the seat for an expert in California's public insurance program.

We now wish to nominate Dana L. Dornsife, the founder and CEO of the Lazarex Cancer Foundation, to fill the seat for a representative from a philanthropic organization who has experience assisting patients with clinical trial access and affordability, or with access to, and the affordability of, innovative therapies. As the founder and CEO of Lazarex, Ms. Dornsife has worked to improve the outcome of cancer care, giving hope, dignity and life to advanced stage cancer patients and the medically underserved by providing assistance with costs for FDA clinical trial participation, identification of clinical trial options, community outreach and engagement. A copy of Ms. Dornsife's CV is attached.

Dana L. Dornsife

WORK EXPERIENCE

Founder and CEO

[Lazarex Cancer Foundation](#) - 501 (c)(3) public non-profit -Danville CA January 2006 – Present

Founded Lazarex Cancer Foundation in 2006, a nationwide non-profit organization in response to a family experience with cancer. The unique mission of Lazarex is to improve the outcome of cancer care, giving hope, dignity and life to advanced stage cancer patients and the medically underserved by providing assistance with costs for FDA clinical trial participation, identification of clinical trial options, community outreach and engagement. In 2016, the mission at Lazarex was expanded to bring sustainable and transformational change to the bench to bedside process of clinical trial enrollment, retention, and minority participation with **IMPACT (IMproving Patient Access to Cancer Clinical Trials)**. Most recently, Lazarex created collaboration around a public health initiative in Philadelphia, PA – Community IMPACT. These initiatives are aimed at creating replicable models to increase cancer clinical trial enrollment and minority participation, improve cancer health outcomes and create a platform of equitable access.

Director / Investor

[GenVivo, Inc.](#) – San Marino CA (formerly Epeius Biotechnologies) December 2003 - Present

Angel investor in GenVivo for a novel cancer therapeutic, driven by the early results of a clinical trial for pancreatic cancer and the desire to treat a family member with pancreatic cancer.

Integrally involved in the clinical trial and drug development processes and the growth of the company.

The mission of GenVivo is to develop innovative gene therapies to treat cancer and prolong patient survival while improving quality of life. The approach is to synergistically kill tumors while activating the immune system to fight the patient's cancer. Combined with the integration of novel companion diagnostics, GenVivo is positioned on the cutting edge of cancer immunotherapies and emerging clinical-stage cancer companies.

Co-Founder / CFO / Designer

Axiom Design, Inc. – Pleasanton CA April 1991 – November 2002

Combining my design and technology experience, Axiom Design was founded in 1991 to address the exploding architectural electronics industry. Axiom offered specialized design services and designed and provided integrated solutions with simplified custom overlay controls for custom residential lighting, A/V, climate control, computers, and distributed wire management.

Provided financial oversight as the CFO

Designed for and managed the architectural lighting and lighting controls design team.

Managed the interaction and collaboration of all design teams for integrated solutions and controls.
Lighting Design Consultant - San Francisco Bay Area CA 1988 - 1991

Dana L. Dornsife

Independent design contractor for several high profile Bay Area lighting design companies.

Interior Design Consultant – Greater Philadelphia Area PA 1986 - 1988

Independent interior design contractor and Decorating Den franchise owner

Marketing IBM Personal Computers and Networks – Philadelphia, PA 1982 - 1987

IBM Product Center (Philadelphia PA) and Computerland (Cinnaminson NJ) – Sales and configuration of IBM Personal Computers, Apple products and OEM products. Also provided user orientation and system set-up services.

Co-founded PC Group (Cinnaminson NJ) to design, configure, install and train for IBM PC networks using Novell Netware products. These were among the first networked PC systems in the country.

SKILLS

Experienced in Microsoft Office Suite, Creative Writing, Communications/PR, Business Development, Quickbooks/Billing, Customer Service, Event Planning, Fundraising

EDUCATION

Lighting Design Certification – 1999
Illumination Engineering Society

Interior Design Certification with focus on interior lighting – 1988
Western Design Institute (JFK University) – San Francisco CA

Bachelor of Science in Business and Marketing - 1983
Drexel University – Philadelphia PA

Board and Council Service

Lazarex Cancer Foundation	Chairman 2006 - 2019
UCSF Presidents Council	Council member and Chairman 2019 - Present
MGH President Council	Council member 2016 - Present
Yosemite Conservancy	Council member and Vice-Chair 2001 - Present
Harmony and Healing	Board member 2019 - Present
USC Brain and Creativity Institute	Board member 2008 - Present

Public Relations, Speaking Activity and Awards

Dana L. Dornsife

[Public relations](#) Lazarex Cancer Foundation

Speaking Activity

November 14, 2019: Cancer Policy Roundtable, Washington DC
October 30, 2019: World Alliance Forum, Golden Gate Club, San Francisco CA
June 19, 2019: Congressional Roundtable, Washington DC
June 18, 2019: Professional Roundtable "Disrupting the System", Washington DC
June 4, 2019: Bio 2019 Conference, Philadelphia, PA
May 31-June 4, 2019: ASCO, Chicago, IL
May 1, 2019: USC IMPACT Launch, Los Angeles, CA
March 18-21, 2019: Emerson Collective Conference, Carmel, CA
February 21, 2019: UCSF IMPACT Launch, San Francisco, CA
December 10, 2018: NCCN Patient Advocacy Summit, Washington DC
September 24-25, 2018: Concordia Annual Summit, NYC
May 9, 2018: Congressional Roundtable, Washington DC
May 8, 2018: Professional Roundtable "Disrupting the System", Washington DC
January 18, 2018: American Cancer Society Panel, Washington DC

Awards

November 13, 2019: Ellen Stovall Award, Washington DC
October 21, 2019: Tri-Valley Heroes Award, Pleasanton, CA
September 12, 2019: Diablo Magazine- Agents of Change Award Presentation, San Ramon, CA
March 15, 2019: Soroptimist Int'l of LA Community Heroes Award, LA, CA

Philanthropy

Conquer Cancer Foundation
Drexel University
Harmony & Healing
Lazarex Cancer Foundation
MGH Cancer Center
Thomas Jefferson University
UCSF Helen Diller Family Comprehensive Cancer Center
USC College of Letters, Arts and Sciences
USC Norris Comprehensive Cancer Center
World Vision
Yosemite Conservancy