The Complete Guide to Companion Diagnostics: Market Environment Products and Companies

Bio-Medicine.Org

NEW YORK, Dec. 12, 2012 /PRNewswire/ -- Reportlinker.com announces that a new market research report is available in its catalogue: The Complete Guide to Companion Diagnostics: Market Environment Products and Companies. [1] [1]

While 'personalised medicine' (or theranostics) is not new it is only relatively recently that diagnostics companies and pharma have converged to explore and exploit its potential benefits. By using companion diagnostics, companies can identify those patients who will benefit most from, or suffer fewer side effects from targeted therapies, and thereby present a more compelling approval and prescribing case to regulators and clinicians.

It could prove to be a lifesaver for a company. For the last few years, the leading players have had some success with line extensions through launches or improved formulations or combinations. However, the lack of new novel products coming through their pipelines means that even these are no longer guaranteed to provide sufficient income in the medium term, let alone the long term.

The first fact for the pharma industry to acknowledge is that the genie is out of the bottle: having seen the therapeutic and cost saving benefits of using companion diagnostics, regulators, clinicians and health payers will want to use the technology as a practice standard. Interestingly, at the end of 2011 two new molecularly-targeted cancer drugs, Pfizer's Xalkori (crizotinib) and Roche's Zelb

Source URL (retrieved on *04/20/2014 - 9:13pm*):
http://www.mdtmag.com/news/2012/12/complete-guide-companion-diagnostics-market-environment-products-and-companies?qt-recent_content=0

Links:
[1] http://www.reportlinker.com/p01054634/The-Complete-Guide-to-Companion-Diagnostics-Market-Environment-Products-and-Companies-