

Pathways to Precision Medicine

Navigating payer needs and healthcare systems through molecular diagnostics

Molecular diagnostics are the key to unlocking the potential of precision medicine. Stakeholders worldwide recognize their significant potential to target the right patients to the right medicines. However, an ever-growing pipeline of targeted therapies will increasingly put healthcare systems to the test. Combined with the rapid pace of product development in the diagnostics sector, healthcare systems are struggling to keep up with the science and the associated demands for patient testing.

Meanwhile, issues around funding, reimbursement, and market access are creating uncertainty along the value-chain for industry. Our study, **Pathways to Precision Medicine: Navigating Payer Needs and Healthcare Systems Through Molecular Diagnostics**, will provide a strategic understanding of how payers define the “value” of molecular diagnostics, where the opportunities are within healthcare to capitalize on this value, and how to maximize market access.

Answering your key questions

Based on in-depth research with payers, healthcare professionals and other expert stakeholders, we consider the rapidly-evolving market-access environment for precision medicine across key major markets, including the EU top-5, Australia, Japan, and the US. We will explore the following pressing questions:

- How have the reimbursement frameworks for molecular diagnostics in different sectors of care been evolving in each market?
- Who are the key payer stakeholders who assess molecular diagnostics?
- How are payer perceptions and evidence requirements for molecular diagnostics evolving, including perceptions of “value”, evidence requirements concerning clinical utility, and thoughts on future policy direction given advances in science?
- How do the barriers and opportunities shaping the market access landscape position each market for precision medicine?

Meet our experts

Gustav Ando leads the Life Sciences practice at IHS. Formerly a healthcare analyst, he has extensive experience in the fields of market access, therapeutic development, drug safety, emerging markets, and health outcomes. Previously, Gustav worked with pre-merger Pharmacia Corporation in New Jersey and Pharmacia AB in Stockholm. He is a graduate of politics from the University of Durham and has a Masters degree in international studies from the University of Uppsala, Sweden, specializing in healthcare politics.

Cameron Lockwood manages the EMEA consulting and multi-client study offerings in the IHS Life Sciences practice. He has a background in the life sciences and holds a Bachelors of Science in molecular biology from the University of Manchester. He previously worked as a consultant in the market-access field for Brandtectonics Access, and gained experience in business intelligence with Informa Healthcare.

Our experts and our supporting team are available to answer your questions about the study and its findings.

IHS Life Sciences services

The IHS Life Sciences practice provides a portfolio of intelligence solutions to optimize the performance of companies and organizations across the pharmaceutical, biotech, generics, medical device, hospital, insurance, and public sectors. Our key focus is to provide actionable insights to support strategic decision making, particularly in the fields of market access, pricing and reimbursement (P&R), emerging markets, generics strategies, therapeutic development pathways, forecasting and market sizing, and general competitive intelligence. This analysis is based on our proprietary global data in pharmaceutical pricing, reimbursement information, clinical trials, and healthcare forecasting.

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