

MARKET REPORT



Trends and Innovations in Companion Diagnostics

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Trends and Innovations in Companion Diagnostics

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Trends and Innovations in Companion Diagnostics

Introduction

Are companion diagnostics becoming a “must have” for market access?

Companion Diagnostics (CDx) are playing an increasingly vital role in market access by supporting product value claims and improving patient outcomes. What are the upsides for developers, pharma, payers and physicians and how can the challenges around new technology adoption, reimbursement and clinician uptake be overcome?

To really understand the issues and trends that are shaping the CDx market, senior managers in diagnostic development companies and the pharma industry should turn to this report.

“Pharma companies around the world are scouring tumour cells to find something different. It’s logical that detecting those differences would in fact then be down to a companion diagnostic.” Rob Steitz, Insight Genetics Inc.

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Answering key questions:

Companion Diagnostic Expert, Specialist Diagnostic Company

All respondents met FirstWord’s stringent screening criteria, and were compensated for participating. To encourage frank and forthright responses, their names have been withheld.

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