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Personalized Medicine- A Strategic Analysis of Industry Trends, Technologies, Participants, and Environment

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Abstracts

This is a comprehensive account of the market size, segmentation, key players, SWOT analysis, influential technologies, and business and economic environments. The report is supported by 239 tables & figures. The personalized medicine (global) market is presented as follows:

By Company (e.g., 23andMe, AFFYMETRIX, ATOSSA GENETICS, NODALITY, CELERA, MYRIAD)

By Geography (US, UK, EU)

By Segment (Targeted therapeutics, Esoteric tests, Esoteric lab services)

By Sub-market (Companion diagnostics & therapeutic, nutrition & wellness, medical technology, pharmacogenomics, consumer genomics)

A wealth of financial data & business strategy information is provided including:

Up-to-date company financials, sales & revenue figures

Business Model Strategies for Diagnostic, Pharmaceutical and Biotechnology Companies

Business Model Strategies for Providers. Provider Systems and Academic Medical Centres

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Business Model Strategies for Payers & Governments

Private and Public Funding and Personalized Medicine Reimbursement

Revisions to Current Payment Systems and intellectual property

How to Gain Market Penetration in the EU

Cost-effectiveness and Business Value of Personalized Medicine

Consumer genomics and POC market

Therapeutics and Companion Diagnostics (e.g., BRAC Analysis, Oncotype Dx , KRAS Mutations)

Comprehensive account of company product portfolios & kits

SWOT, Economic & Regulatory Environment specifics include:

Key strengths, weaknesses and threats influencing leading player position within the market

Technologies driving the market (e.g., New-Generation Sequencing Technologies, Ultra-High Throughput Sequencing)

Top fastest growing market segments and emerging opportunities

Top pharmaceutical companies within the IPM by market share and revenue

Comprehensive product portfolios, R&D activity and pipeline therapeutics

M&A activity and future strategies of top personalized medicine pharmacos

Personalized Medicine Regulation (UK, Germany, France, Spain, Italy)

CE-marked Personalized Medicine/Diagnostic Tests

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FDA Advances in Personalized Medicine Regulation

This report highlights a number of significant Indian pharmacos and gives details of their operations, products, financials and business strategy.

23andMe

Affymetrix

Astex Pharmaceuticals

Atossa Genetics

CuraGen

Celera Corporation

Celldex Therapeutics

deCode Genetics

Genelex

Myriad

Nodality

Qiagen

What you will gain:

An in-depth understanding of the global personalized medicine market and it’s environment

Current market facts, figures and product lines of key players in the industry

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- Emerging trends in key markets such as the US, UK, Germany and France
- Knowledge of how the personalized medicine market will integrate into the global healthcare market
- Technical insights into new generation sequencing technologies and ultra-high throughput sequencing
- Updates on bioinformatics, high throughput systems, genetic analysis kits, companion diagnostics and future technologies
- FDA approved pharmacogenetic tests and recognized biomarkers
- Information on key government and regulatory policies
- Strategies on how to adapt and restructure current business models to this industry

This report tackles key concerns to the personalized medicine market such as:

- Lack of regulatory policy and legislation in the US and Europe
- Reimbursement schemes and payers concerns
- Transition of investigational diagnostic assays and therapeutics to clinical practice
- Direct to consumer (DTC) test kits and implications for the public

Who should read this report?

- Pharmaceutical, biotechnology and diagnostic companies with an interest in personalized medicine
- Industry professionals and business strategists will discover key information to propel their policies

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Investors will gain inside information to dominant players in the industry and future forecasts

Scientists will get a business perspective and industry insight into how scientific breakthroughs influence the market environment

This report will tell you if the companies mentioned are:

Strong, competitive players

Pooling their resources for specific growth and therapeutic areas

Investing strategically in R&D

Have a history of strategic M&A activity

This detailed report is supported with 73 figures, 166 tables and profiles the main pharmacos in personalized medicine.

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