

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

<https://marketpublishers.com/r/P4438CA87F0EN.html>

Date: April 2013

Pages: 161

Price: US\$ 3,400.00 (Single User License)

ID: P4438CA87F0EN

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

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

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

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

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.

Contents

1 EXECUTIVE SUMMARY

- 1.1 Objectives of Report
- 1.2 Scope of Study
- 1.3 Data Sources and Methodology
- 1.4 Key Findings and Observations

2 INTRODUCTION

- 2.1 Pharmacogenetics
- 2.2 How Personalized Medicine Monitoring can Reduce Adverse Drug Reactions
- 2.3 Pharmacogenetic Study Challenges
- 2.4 Pharmacogenomics
- 2.5 Applications of Pharmacogenomics
 - 2.5.1 Pharmacogenomics: Improving the Safety of Medications
 - 2.5.1.1 Adverse Drug Reactions
 - 2.5.1.2 Pharmacogenomics: Improving the Efficacy of Therapeutics
- 2.6 Pharmacogenetic Analysis
 - 2.6.1 Single Base Primer Extension
 - 2.6.2 Primer Based Base Extension
 - 2.6.3 Hybridization Based SNP Analysis
 - 2.6.4 Ligation Based Approach
 - 2.6.5 New-Generation Sequencing Technologies
 - 2.6.6 Ultra-High Throughput Sequencing

3 PERSONALIZED MEDICINE THERAPEUTICS AND COMPANION DIAGNOSTICS

- 3.1 CYP2C9 and VKORC1 mutations and Warfarin Response
- 3.2 HLA-B*5701 and Abacavir Response
- 3.3 KRAS Mutations
 - 3.3.1 Erbitux
 - 3.3.2 Vectibix
- 3.4 Herceptin® and Breast Cancer
- 3.5 BRACAnalysis®
 - 3.5.1 Comprehensive BRACAnalysis®
 - 3.5.2 BRACAnalysis® Rearrangement Test (BART)
 - 3.5.3 Single Site BRACAnalysis®

- 3.5.4 Multisite 3 BRACAnalysis®
- 3.6 Oncotype Dx Test

4 PERSONALIZED MEDICINE AND INTEGRATION INTO THE HEALTHCARE SYSTEM

- 4.1 The Personalized Medicine Coalition
- 4.2 Personalized Medicine and the Healthcare System
- 4.3 Clinical Application of Personalized Medicine
- 4.4 Clinical Laboratory Improvement Amendments-Certified Laboratory of Genomic Pathology

5 PRIVATE AND PUBLIC FUNDING AND PERSONALIZED MEDICINE REIMBURSEMENT

- 5.1 International Research and Development Personalized Medicine Activity
 - 5.1.1 Publically Funded Personalized Medicine Research
 - 5.1.2 Privately Funded Personalized Medicine Research
- 5.2 Popular Biological Targets/Pathways in Pharmacogenetic/Pharmacogenomic Research
- 5.3 Equitable Payer Reimbursement
 - 5.3.1 Molecular Diagnostic Payments in Personalized Medicine
 - 5.3.1.1 RVU-CPT-ICD Coding System
 - 5.3.2 Laboratory Service Payments in Personalized Medicine
 - 5.3.3 Revisions to Current Payment System
- 5.4 Biorepositories and Biobanks
- 5.5 Intellectual Property and Personalized Medicine

6 EUROPEAN PERSONALIZED MEDICINE MARKET – PAYMENTS AND INVESTMENT

- 6.1 Personalized Medicine and The European Market
- 6.2 European Investment in Personalized Medicine
- 6.3 Gaining Market Penetration in the EU
- 6.4 Personalized Medicine Regulation and Reimbursement in the UK
- 6.5 CE-marked Personalized Medicine/Diagnostic Tests in the UK
- 6.6 Personalized Medicine Regulation in Germany
- 6.7 Personalized Medicine Regulation in France
- 6.8 Personalized Medicine Regulation in Spain

6.9 The Personalized Medicine Regulation in Italy

6.10 Challenges of Future Personalized Medicine Development

7 PERSONALIZED MEDICINE –BUSINESS MODEL ANALYSIS

7.1 New Business Model Required for Personalized Medicine

7.2 Business Model Strategies for Diagnostic, Pharmaceutical and Biotechnology Companies

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

7.4 Business Model Strategies for Payers

7.5 Business Model Strategies for Governments

7.6 Introduction of Non-Health Companies to the Personalized Medicine Market

7.7 Change to the Big Pharma Business Model

7.8 Cost-effectiveness and Business Value of Personalized Medicine

7.9 Comparative Effectiveness Research in Personalized Medicine

8 PERSONALIZED MEDICINE MAIN INDUSTRY PLAYERS

8.1 23andMe

8.2 Affymetrix

8.3 Astex Pharmaceuticals

8.4 Atossa Genetics

8.5 CuraGen

8.6 Celera Corporation

8.7 Celldex Therapeutics

8.8 deCode Genetics

8.9 Genelex

8.10 Myriad

8.11 Nodality

8.12 Qiagen

9 PERSONALIZED MEDICINE INDUSTRY PRODUCTS AND KITS

9.1 23andme

9.2 Affymetrix

9.3 Astex Pharmaceuticals

9.4 Atossa Genetics

9.4.1 Mammary Aspirate Specimen Cytology Test (MASCT™)

9.4.2 ForeCYTE Breast Health Test (SM)

9.4.3 ArgusCYTE Breast Health Test(SM)

9.5 Celera

9.5.1 ViroSeq® HIV-1 Genotyping System

9.5.2 ViroSeq® HIV-1 Integrase Assay

9.5.3 ViroSeq® HCV Assay

9.5.4 ViroSeq® HBV Assay

9.5.5 Cystic Fibrosis Genotyping Assay

9.5.6 LDL-S3GGE® Test

9.5.7 HDL-S10GGE® Test

9.5.8 KIF6-StatinCheck™ Genotype Test

9.5.9 9p21-EarlyMICheck™ Genotype Test

9.5.10 LPA-AspirinCheck™ Genotype Test

9.5.11 AlleleSEQR® HLA PCR/Sequencing Kits

9.5.12 m2000® RealTime PCR System

9.5.13 CEGA -16™ Instrument

9.6 deCode Genetics

9.6.1 deCodeT2 Genetic Test

9.6.2 deCODE Breast Cancer™

9.6.3 deCODE Prostate Cancer™

9.6.4 deCODE AF™

9.6.5 deCODE Glaucoma™

9.6.6 deCODE MI™

9.6.7 deCODE Complete™

9.6.8 deCODE Cancer™

9.6.9 deCODE Cardio™

9.6.10 deCODE Services

9.7 Genelex

9.7.1 You Script™

9.8 Myriad Genetics

9.8.1 BRACAnalysis®

9.8.2 COLARIS®/COLARIS AP®

9.8.3 MELARIS®

9.8.4 PANEXIA®

9.8.5 OnDose®

9.8.6 PREZEON™

9.8.7 THERAGUIDE® 5FU

9.8.8 Prolaris®

9.9 Nodility

9.10 Qiagen

9.10.1 Genotyping Products

9.10.2 QIASymphony Platform

10 PERSONALIZED MEDICINE MARKET ANALYSIS

10.1 General Overview

10.2 Personalized Medicine Market Forecast

10.3 Personalized Medical Care Market Forecast

10.4 Personalized Medicine -Nutrition and Wellness Sub-Market Forecast

10.5 Personalized Medicine -Diagnostic and Therapeutic Sub-Market Forecast

10.6 Global Personalized Medical Technology Market Forecast

10.7 Global Personalized Medicine Sub-market Growth Forecast

10.8 Molecular Diagnostics Market

10.9 Consumer Genomics Market

10.10 Market Participant Analysis

10.10.1 23andme

10.10.2 Affymetrix

10.10.3 Atossa Genetics

10.10.4 Celera

10.10.5 deCode Genetics

10.10.6 Illumina

10.10.7 Genelex

10.10.8 Myriad

10.10.9 Nodality

10.10.10 Qiagen

11 STRENGTHS AND ADVANTAGES OF PERSONALIZED MEDICINE

11.1 Sequencing of the Human Genome in 2000

11.2 Improving Patient Care and Reducing Side Effects

11.3 Personalized Medicine will Reduce Healthcare Costs

11.4 FDA Advances in Personalized Medicine Regulation

11.5 Advancing Technologies

11.6 Industry is Investing in Pharmacogenomics

11.7 Consumer Genomics and POC Market

12 RESTRAINTS OF THE PERSONALIZED MEDICINE MARKET

12.1 Lack of Sufficient Regulation

12.2 Lack of Sufficient Genotypic Linkage Studies to Disease Phenotype

12.3 Reimbursement Issues

13 PERSONALIZED MEDICINE AND REGULATORY POLICIES

13.1 Regulation

13.2 Genetic Information Non-discrimination Act (GINA)

13.3 FDA Advancements on Genetic Testing Approval

13.4 FDA- New Models to Assess Gene Therapy Safety

13.5 FDA- Companion Diagnostics

13.7 FDA - Partnership in Applied Comparative Effectiveness Science (PACES)
Initiative

14 FINAL SUMMARY AND FUTURE PERSPECTIVES

List Of Tables

LIST OF TABLES

Table 2.1: Quick Facts: Personalized Medicine

Table 2.2: Genetic Mutations that Predispose Individuals to Disease

Table 2.3: Potential Applications of Pharmacogenetics and Pharmacogenomics in Personalized Medicine

Table 2.4: Main Cytochrome P450 Enzymes Involved in Drug Metabolism

Table 2.5: QUICK FACTS: Rapid & Slow Metabolizer Phenotypes

Table 2.6: Population Frequency of Cytochrome P450(CYP) 2C19 Metabolizer Types

Table 2.7: Population Frequency of Cytochrome P450 (CYP) Metabolizer Types

Table 2.8: Depression Medications Affected by Genetic Mutations

Table 2.9: Cardiovascular Medications Affected by Genetic Mutations

Table 2.10: Cancer Medications that may be Affected by Genetic Mutations

Table 2.11: Diabetes Medications Affected by Genetic Mutations

Table 2.12: Anti-Epileptic Drugs Affected by Genetic Mutations

Table 2.13: Anti-Retroviral Drugs Affected by Genetic Mutations

Table 2.14: Anti-Reflux/Ulcer Drugs Affected by Genetic Mutations

Table 2.15: List of Therapeutics According to Cytochrome P450 Subtype Metabolism

Table 2.16: Cytochrome (CYP) P450 Drug-Interactions Inhibitor List

Table 2.17: Cytochrome (CYP) P450 Drug-Interactions Inducer List

Table 2.18: QUICK FACTs - Main Aims of Pharmacogenomics

Table 2.19: How Pharmacogenomics has Influenced the Top Ten Selling Drugs Globally

Table 2.20: Advantages, Disadvantages and Cost of Popular Genotyping Methods

Table 2.21: QUICK FACTS - Top Ten Pharmacogenomics Tests

Table 2.22: QUICK FACTS - FDA Accepted Pharmacogenomic Biomarkers

Table 2.23: QUICK FACTS - Benefits of Single Base Primer Extension in Pharmacogenetics

Table 2.24: Future Applications of Ultra-High Throughput Sequencing

Table 2.25: QUICK FACTS - Comparison of Genotyping Techniques

Table 2.26: Problems associated with Microarray Sequencing

Table 2.27: QUICK-FACTS - Top Ten Genetic Findings of 2010 by 23andMe

Table 3.1: Predicted Warfarin Concentrations depending on CYP2C9 and VKORC1 Genotype

Table 3.2: QUICKFACTS - Top Five Most Frequent Cancers in Men and Women, Globally

Table 3.3: QUICKFACTs - Estimated Age-Standardised Incidence Rate per 100,000 of Breast Cancer per Country, Worldwide

Table 3.4: QUICK-FACTS - Types of Diagnostic Tests Available to Determine HER2 Status in Breast Cancer Patients

Table 3.5: Validated HER2 Tests for Cancer

Table 3.6: QUICK FACTS - Advantages and limitations of IHC HER2 testing applied to breast cancer

Table 3.7: In-Situ Hybridization Determination of HER2 Expression by PathVysion® and HER2 FISH pharmDx™

Table 3.8: HER2 CISH Determination

Table 3.9: Validated FISH Kits for HER2 Testing in Breast Cancer

Table 3.10: Validated SISH Kits for HER2 Testing in Breast Cancer

Table 3.11: Validated CISH Kits for HER2 Testing in Breast Cancer

Table 3.12: Advantages and limitations of ISH techniques applied to HER2 testing in breast cancer

Table 3.13: QUICK FACTS- Prevalence of Deleterious Mutations in BRCA1 and BRCA2 Genes

Table 3.14: QUICK FACTS- prevalence of deleterious mutations in BRCA1 and BRCA2 in individuals of Ashkenazi Ancestry

Table 3.15: QUICK FACTS- Risk Factors for Hereditary Breast and Ovarian Cancer (HBOC)

Table 3.17: QUICKFACTS- BRACAnalysis® Panel of Assays

Table 4.1: QUICKFACTS - Objectives of the Personalized Medicine Coalition

Table 4.2: Current Personalized Medicine Coalition Members

Table 4.3: Genetic Variants used in care of melanoma, gastrointestinal stromal tumors, non-small-cell lung cancer, thymic cancer and breast and ovarian cancers.

Table 4.4: Minimum Definition of a clinically Actionable Variant

Table 4.5: Minimum Criteria for Whole Genome Analysis in Clinical Laboratory Improvement Amendments Laboratory of Genomic Pathology, Clinical Whole Genome Analysis

Table 5.1: Public Funding Bodies for Pharmacogenetic/Pharmacogenomic Research

Table 5.2: North American Companies Involved in Pharmacogenomics/Pharmacogenetics Drug Development and Diagnostics

Table 5.3: European Companies Involved in Pharmacogenomics/Pharmacogenetics Drug Development and Diagnostics

Table 5.4: North American Companies Involved in Pharmacogenomics/Pharmacogenetics Diagnostics

Table 5.5: European & Other Companies Involved in Pharmacogenomics/Pharmacogenetics Diagnostics

Table 5.6: North American Companies Involved in

Pharmacogenomics/Pharmacogenetics Services

Table 5.7: European/Other Companies Involved in

Pharmacogenomics/Pharmacogenetics Services

Table 5.8: North American Companies Involved in

Pharmacogenomics/Pharmacogenetics Tools Kits and Software

Table 5.9: European Companies Involved in Pharmacogenomics/Pharmacogenetics
Tools Kits and Software

Table 5.10: North American Companies with Minor interest in
Pharmacogenomics/Pharmacogenetics

Table 5.11: European/Other Companies with Minor interest in
Pharmacogenomics/Pharmacogenetics

Table 5.12: Large US Companies with Investment into
Pharmacogenomics/Pharmacogenetics

Table 5.13: Large European Companies with Investment into
Pharmacogenomics/Pharmacogenetics

Table 5.14: Large Japanese Companies with Investment into
Pharmacogenomics/Pharmacogenetics

Table 5.15: Top Ten Biological Areas of Interest in
Pharmacogenetics/Pharmacogenomics

Table 5.16: Top International Pharmacogenetic/Pharmacogenomic Research
Institutions

Table 5.17: Top European Pharmacogenetic/Pharmacogenomic Research Institutions

Table 6.1: QUICK FACTS- Variation of Reimbursement Policies for HER2 and KRAS
Testing in Europe

Table 6.2: Pharmaceutical Companies Providing Subsidization of Diagnostic
Personalized Medicine Tests in Europe

Table 6.3: QUICKFACTS - Challenges Within Personalized Medicine Market in Europe

Table 6.4: QUICKFACTS- Function of the European network for Health Technology
Assessment (EUnetHTA) Organisation

Table 6.5: European network for Health Technology Assessment (EUnetHTA) Partners

Table 6.6: European network for Health Technology Assessment (EUnetHTA)
Associates

Table 6.7: QUICK FACTS - Reimbursement Challenges to Personalized Medicine

Table 6.8: Diagnostics Guidance Assessment by the National Institute for Health and
Clinical Excellence (NICE)

Table 6.9: Current Diagnostics Guidance in Development by the Diagnostics Access
Program, UK

Table 6.10: Published Diagnostics Guidance by the Diagnostics Access Program, UK

Table 6.11: Medical Technologies Guidance Assessment by the National Institute for

Health and Clinical Excellence (NICE)

Table 6.12: Published Medical Technologies Guidance by the National Institute for Health and Clinical Excellence (NICE)

Table 6.13: Published Medical Technologies Guidance in Development by the National Institute for Health and Clinical Excellence (NICE)

Table 6.14: QUICK FACTs - Key Challenges to Personalized Medicine

Table 6.15: QUICKFACTs - Personalized Medicine - Translation into Medical Applications

Table 7.1: QUICK FACTS - Major Market Trends in Personalized Medicine

Table 7.2: Collaboration Strategies Required between Industry, Payers and Governments for a Productive Personalized Medicine Market

Table 7.3: QUICK FACTs - Business Model Recommendations for Diagnostic, Pharmaceutical and Biotechnology Companies

Table 7.4: QUICK FACTs - Business Model Recommendations for Providers. Provider Systems and Academic Medical Centres

Table 7.5: QUICK FACTS Business Model Recommendations for Payers

Table 7.6: QUICK FACTs - Business Model Recommendations for Governments

Table 7.7: QUICK FACTs - Non-Healthcare Companies with Potential to enter the Personalized Medicine Market

Table 7.8: Hurdles of Personalised Medicine with Respect to Cost-Effectiveness

Table 8.1: Patent Listing of Affymetrix Array technology

Table 8.2: Patent Listing of Affymetrix Genotyping Technology

Table 8.3: Patent Listing of Affymetrix Expression and Profiling Technology

Table 8.4: Advantages of Astex Pharmaceuticals Pyramid™ Fragment-Drug-Discovery System

Table 8.5: Potential Business Partnerships of Celldex Therapeutics

Table 8.6: Genetic Test Panel Available from Genelex for Research Institutions and Clinical Trials

Table 8.7: Pre-Clinical, Clinical and Commercial Applications of SCNP by Nodality

Table 8.8: Qiagen Timeline of Events, 1994-2012

Table 8.9: QUICKFACTs - Range of Product Groups from Qiagen

Table 9.1: 23andme Disease Risk Genetic Test Panel

Table 9.2: 23andme Carrier Status Genetic Test Panel

Table 9.3: 23andme Drug Response Genetic Marker Test Panel

Table 9.4: 23andme Genetic Traits Test Panel

Table 9.5: QUICKFACTs - Product Overview of Affymetrix

Table 9.6: Microarray Products by Affymetrix

Table 9.7: Affymetrix Research Services Laboratory (ARSL) Premier Services

Table 9.8: Genetic Applications of Axiom® Technology by Affymetrix

Table 9.9: Range of Small Molecule Therapeutics Available from Astex Pharmaceuticals
Table 9.10: Panel of cystic fibrosis transmembrane conductance regulator (CFTR) mutations screened for in Celera Cystic Fibrosis Genotyping Assay
Table 9.11: Genetic Tests Available from BHL/Celera
Table 9.12: Panel of BHL Clinical Diagnostic Tests
Table 9.13: Features of the m2000® RealTime PCR System by Celera
Table 9.14: Genetic Diagnostic Tests Available from deCode Genetics
Table 9.15: Type 2 Diabetes risk range and distribution according to continental ancestry as Determined by deCodeT2 Genetic Test
Table 9.16: Genetic Mutations Identified by the deCODE MI™ Test in a European Population
Table 9.17: Genetic Mutations Identified by the deCODE MI™ Test in an East Asian Population
Table 9.18: Disease States that are Included in the deCODE Complete™ Genetic Screen
Table 9.19: Panel of Diseases Screened for in the deCODE Cancer™ Test
Table 9.20: Panel of Cardiovascular Diseases in the deCODE Cardio™ Test
Table 9.21: deCODE Genetics Genotyping and Sequencing Service
Table 9.22: deCODE Genetics Data Management, Protection and Storage Service
Table 9.23: deCODE Genetics Sequence Imputation and Data Analysis Service
Table 9.24: Panel of Genetic Screens Available from Genelex
Table 9.25: Drug Sensitivity Screens Available from Genelex
Table 9.26: Predictive Genetic Tests Available from Myriad
Table 9.27: Services offered with BRACAnalysis® Testing from Myriad
Table 9.28: Advantages of BRACAnalysis® Testing
Table 9.29: COLARIS® Test Range by Myriad
Table 9.30: COLARIS AP® Test Range by Myriad
Table 9.31: MELARIS® Test Range from Myriad
Table 9.32: Personalized Medicine Tests from Myriad
Table 9.33: OnDose® Testing Procedure from Myriad
Table 9.34: Qiagen Genotyping Products for Sample Collection, stabilization and Storage
Table 9.35: Qiagen Genotyping Products for Genomic DNA Isolation and Purification
Table 9.36: Qiagen Genotyping Products for PCR Based Genotyping Analysis
Table 9.37: Qiagen Products for Genotyping Analysis
Table 9.38: Qiagen Genotyping Products for PCR Detection
Table 9.39: Qiagen Assays for Genetic Analysis
Table 9.40: Qiagen Pyrosequencing-Based Genetic Analysis Products
Table 9.41: Specifications and Features of Qiagen's QIAAsymphony and QIAAsymphony RGQ

Table 10.1: QUICK FACTs - Submarkets within the Personalized Medicine Technology Market
Table 10.2: Drug Classes Investigated by 23andme using genome wide association studies
Table 10.3: QUICKFACTs- Acquisition Profile of Affymetrix
Table 10.4: Genetic Applications of Axiom® Technology by Affymetrix
Table 10.5: Diversified Business Units of Affymetrix
Table 10.6: Operating (Loss) of Celera (US\$) – Laboratory Services and Products 2008-2010
Table 10.7: Diagnostic Test Product Categories Manufactured by BHL/Celera and Exclusively Distributed by Abbott
Table 10.8: Price Listing of Genelex Familial Genetic Tests
Table 10.9: Myriad - Core Business Decisions and Impact on Industry 2011
Table 10.10: Future Test Portfolio of Myriad
Table 11.1: QUICK FACTS: Strengths and Advantages of Genotyping Techniques
Table 12.1: QUICKFACTs: Restraints of Personalized Medicine Market
Table 13.1: QUICK FACTS - Summary of Clinical Laboratory Improvement Amendments (CLIA)
Table 13.2: Clinical Laboratory Improvement Amendments (CLIA) Testing Categories
Table 13.3: QUICK FACTS - Test Features required prior to FDA Approval and Clearance
Table 13.4: Impact of Genetic Information Non-discrimination Act (GINA) on Healthcare Companies and Health Plans
Table 13.5: Impact of Genetic Information Non-discrimination Act (GINA) on US Employers, employment agencies, labor organizations and training programs
Table 13.6: QUICK FACTS - FDA Commitment to the Personalized Medicine Industry
Table 13.7: Objectives of the 'Advancing Regulatory Science at FDA: A Strategic Plan'
Table 13.8: QUICKFACTS - Implementation Strategy of the FDA to Advance Regulatory Science - Develop better Models of Human Adverse response:
Table 13.9: QUICKFACTS - Implementation Strategy of the FDA to Advance Regulatory Science - Identify and evaluate biomarkers and endpoints that can be used in non-clinical and clinical evaluations
Table 13.10: QUICKFACTS - Implementation Strategy of the FDA to Advance Regulatory Science - Use and develop computational methods and in silico modelling

List Of Figures

LIST OF FIGURES

- Figure 2.1: QUICK FACTS - Elements of Personalized Genomic Medicine
- Figure 2.2: Identification of Good and Non-Responders in a Patient Population
- Figure 2.3: Pharmacodynamic and Pharmacokinetic Examples of Drug Targets and Drug metabolism in Pharmacogenomics
- Figure 2.4: QUICK FACTS - Flow Diagram of Pharmacogenetic Analysis
- Figure 2.5: Primer Based Base Extension in Pharmacogenetics
- Figure 2.6: Genetic Mutation Detection by Hybridization
- Figure 2.7: Ligation based SNP Detection
- Figure 2.8: New-Generation Sequencing: Pyrosequencing
- Figure 3.1: QUICK FACTS - Warfarin Metabolism and Response
- Figure 3.2: QUICK FACTS - Percentage Frequency of CYP2C9 and VKORC1 mutations in Caucasian, African-American and Asian Populations
- Figure 3.3: QUICK FACTS: Anti-EGFR Therapy and KRAS Mutations
- Figure 3.4: KRAS and BRAF Genetic Tests Available from Asuragen
- Figure 3.5: Global Incidence and Mortality of Cancer in Women
- Figure 3.6: Cancer Deaths in Women, Globally according to Cancer Type
- Figure 3.7: Estimated Age-Standardised Incidence Rate per 100,000 of Breast Cancer Globally
- Figure 3.8: HER2 Testing Algorithm for Breast Cancer
- Figure 3.9: HER2 Cellular Signalling
- Figure 3.10: QUICKFACTs - Herceptin – Mechanism of Action
- Figure 3.11: BRCA Mutation Increases the Risk of Breast and Ovarian Cancer
- Figure 3.12: Proactive Cancer Management and Preventative Measures Reduces the Risks of Developing BRCA-associated Breast and Ovarian Cancer
- Figure 4.1: Integration of Multiple components for a Personalized Medicine Healthcare System
- Figure 4.2: Workflow Diagram illustrating Clinical Laboratory Improvement Amendments-Certified Laboratory of Genomic Pathology
- Figure 4.3: Hypothetical Flow Diagram of a Patient through the Genomic Pathology Clinical Laboratory
- Figure 5.1: Personalized Medicine Scheme Interaction with Industry, Regulatory Bodies and Funding Agencies
- Figure 5.2: Number of Publically Funded Pharmacogenetic and Pharmacogenomic Research Teams Internationally
- Figure 6.1: Adverse Drug Reactions are the Fourth Leading Cause of Death

- Figure 6.2: Efficacy Rate of Major Disease Types with Standard Treatment
- Figure 6.3: The In Vitro Diagnostic Market in Europe
- Figure 6.4: QUICK FACTS: Organization of the European network for Health Technology Assessment (EUnetHTA)
- Figure 6.5: Key Differences in Reimbursement Policy Approaches for Oncology Diagnostics and Therapeutics in Europe and the US
- Figure 6.6: Flow Diagram of the German Healthcare System and Key Agencies
- Figure 6.7: German Reimbursement Arrangement, Process and Implications
- Figure 7.1: Annual Healthcare Expenditure for Major Industrial Nations
- Figure 7.2: Estimated Life Expectancy from Birth for Major Industrialized Countries
- Figure 8.1: Single Cell Network Profiling (SCNP) Technology by Nodality
- Figure 8.2: Developed Functional Assays that Nodality has explored using new SCNP Technology
- Figure 9.1: Flow Diagram of Celera CEQA -16™ Instrument for Cystic Fibrosis Gene Analysis
- Figure 9.2: Percentage of Individual Populations who have an Increased Risk of Developing Type 2 Diabetes as Determined Using the deCodeT2 Genetic Test
- Figure 10.1: Combined Personalized Medicine Market in the US, 2009-2015
- Figure 10.2: Core Personalized Medicine Sub-Market Growth Forecast 2009-2015
- Figure 10.3: Personalized Medical Care Sub-Market Growth Forecast 2009-2015
- Figure 10.4: Nutrition and Wellness Sub-market of Personalized Medicine Growth Forecast 2009-2015
- Figure 10.5: Diagnostic and Therapeutic Personalized Medicine Market Growth Projection in the, 2009-2015
- Figure 10.6: Global Market Personalized Medicine Technology Growth Forecast 2009-2015
- Figure 10.7: Global Personalized Medicine Sub-market Growth Forecast 2009-2014
- Figure 10.8: Personalized Medicine Sub-Market Share (Percentage) 2009
- Figure 10.9: Personalized Medicine Sub-Market Share (Percentage) 2014
- Figure 10.10: Global Molecular Diagnostics Predicted Market Share 2015
- Figure 10.11: Global Molecular Diagnostics Market Projection 2015
- Figure 10.12: Private Funding Gained by 23andme 2007-2011
- Figure 10.13: Affymetrix Total Revenue 2007-2011
- Figure 10.14: Affymetrix Revenue Derived from Outside the US, 2009-2011
- Figure 10.15: Affymetrix Revenue Derived from the US, 2009-2011
- Figure 10.16: Affymetrix Net Loss, 2009-2011
- Figure 10.17: Research and Development Funding, Affymetrix 2009-2011
- Figure 10.18: Revenue Generated by Celera 2008-2010
- Figure 10.19: Gross Margin Generated by Celera 2008-2010

Figure 10.20: Revenue Generated by Celera – Laboratory Services and Products 2008-2010

Figure 10.21: Celera- Percentage Revenue Generated by Distribution Agreement with Abbott

Figure 10.22: Celera - Research and Development Spending 2008-2010

Figure 10.23: Comparison of Cumulative Shareholder Returns with the NASDAQ Composite Index and NASDAQ Biotechnology Index 2008-2010

Figure 10.24: Net Loss Incurred by deCode Genetics 2004-2008

Figure 10.25: Revenue Generated by Myriad 2007-2011

Figure 10.26: Income Generated by Myriad 2007-2011

Figure 10.27: Future Molecular Diagnostic Pipeline of Myriad

Figure 10.28: Customer Profile of Qiagen – Percentage of Net Sales 2011

Figure 10.29: Qiagen Global Net Sales 2007-2011

Figure 10.30: Qiagen Operating Income 2007-2011

Figure 10.31: Qiagen Global Net Income 2007-2011

I would like to order

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

Product link: <https://marketpublishers.com/r/P4438CA87F0EN.html>

Price: US\$ 3,400.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P4438CA87F0EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

