

# **Personalized Medicine- QuickFacts Edition - A Strategic Analysis of Industry Trends, Technologies, Participants, and Environment**

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## **Abstracts**

The QUICKFACTS edition of “Personalized Medicine- A Strategic Analysis of Industry Trends, Technologies, Participants, and Environment” by Kelly Scientific Publications is a compact report on key facts of the personalized medicine industry and its impact on the health system.

Individualized or personalized medicine aims to increase the efficacy of therapeutics via genetic testing and companion diagnostics. Personalized therapeutics and associated companion diagnostics will be more specific and effective thereby giving pharma/biotech companies a significant advantage to recuperate R&D costs. Personalized medicine will reduce the frequency of adverse drug reactions and therefore have a dramatic impact on health economics. Developmental and diagnostic companies will benefit from lower discovery and commercialization costs and more specific market subtypes.

## Contents

### **1 OVERVIEW**

- 1.1 Data Sources and Methodology
- 1.2 Key Findings and Observations

### **2 INTRODUCTION**

### **3 PERSONALIZED MEDICINE THERAPEUTICS AND COMPANION DIAGNOSTICS**

- 3.1 CYP2C9 and VKORC1 mutations and Warfarin Response
- 3.2 KRAS Mutations
- 3.3 Herceptin® and Breast Cancer

### **4 THE PERSONALIZED MEDICINE COALITION**

### **5 CHALLENGES TO PERSONALIZED MEDICINE**

### **6 MARKET TRENDS AND BUSINESS RECOMMENDATIONS**

### **7 PERSONALIZED MEDICINE AND REGULATORY POLICIES**

### **8 FINAL SUMMARY AND FUTURE PERSPECTIVES**

## List Of Tables

### LIST OF TABLES

Table 2.1: QUICKFACTs Personalized Medicine

Table 2.2: QUICKFACTs Rapid & Slow Metabolizer Phenotypes

Table 2.3: QUICKFACTs Main Aims of Pharmacogenomics

Table 2.4: QUICKFACTs Top Ten Pharmacogenomics Tests

Table 2.5: QUICKFACTs FDA Accepted Pharmacogenomic Biomarkers

Table 2.6: QUICKFACTs Benefits of Single Base Primer Extension in Pharmacogenetics

Table 2.7: QUICKFACTs Comparison of Genotyping Techniques

Table 2.8: QUICKFACTs Top Ten Genetic Findings of 2010 by 23andMe

Table 2.9: QUICKFACTs Strengths and Advantages of Genotyping Techniques

Table 3.1: QUICKFACTs Top Five Most Frequent Cancers in Men and Women, Globally

Table 3.2: QUICKFACTs Estimated Age-Standardised Incidence Rate per 100,000 of Breast Cancer per Country, Worldwide

Table 3.3: QUICKFACTs Types of Diagnostic Tests Available to Determine HER2 Status in Breast Cancer Patients

Table 3.4: QUICKFACTS Advantages and Limitations of IHC HER2 Testing Applied to Breast Cancer

Table 3.5: QUICKFACTs Prevalence of Deleterious Mutations in BRCA1 and BRCA2 Genes

Table 3.6: QUICKFACTs Prevalence of deleterious mutations in BRCA1 and BRCA2 in individuals of Ashkenazi Ancestry

Table 3.7: QUICKFACTS Risk Factors for Hereditary Breast and Ovarian Cancer

Table 3.8: QUICKFACTs BRACAnalysis® Panel of Assays

Table 4.1: QUICKFACTs Objectives of the Personalized Medicine Coalition

Table 5.1: QUICK FACTs Variation of Reimbursement Policies for HER2 and KRAS Testing in Europe

Table 5.2: QUICKFACTS Function of the European network for Health Technology Assessment (EUnetHTA) Organisation

Table 5.3: QUICK FACTs Reimbursement Challenges to Personalized Medicine

Table 5.4: QUICKFACTs Key Challenges to Personalized Medicine Globally

Table 5.5: QUICKFACTs Personalized Medicine - Translation into Medical Applications

Table 5.6: QUICKFACTs: Restraints of Personalized Medicine Market

Table 6.1: QUICKFACTS Major Market Trends in Personalized Medicine

Table 6.2: QUICKFACTs Business Model Recommendations for Diagnostic,

## Pharmaceutical and Biotechnology Companies

Table 6.3: QUICKFACTs Business Model Recommendations for Providers, Provider Systems and Academic Medical Centres

Table 6.4: QUICKFACTs Business Model Recommendations for Payers

Table 6.5: QUICKFACTs Business Model Recommendations for Governments

Table 6.6: QUICK FACTs - Non-Healthcare Companies with Potential to enter the Personalized Medicine Market

Table 6.7: QUICKFACTs Range of Product Groups from Qiagen

Table 6.8: QUICKFACTs Product Overview of Affymetrix

Table 6.9: QUICKFACTs Submarkets within the Personalized Medicine Technology Market

Table 6.10: QUICKFACTs Acquisition Profile of Affymetrix

Table 7.1: QUICKFACTs Summary of Clinical Laboratory Improvement Amendments

Table 7.2: QUICKFACTs Test Features required prior to FDA Approval and Clearance

Table 7.3: QUICKFACTs FDA Commitment to the Personalized Medicine Industry

Table 7.4: QUICKFACTs Implementation Strategy of the FDA to Advance Regulatory Science - Develop better Models of Human Adverse response

Table 7.5: 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 7.6: 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: QUICKFACTs Elements of Personalized Genomic Medicine

Figure 2.2: QUICK FACTs Flow Diagram of Pharmacogenetic Analysis

Figure 3.1: QUICKFACTs Warfarin Metabolism and Response

Figure 3.2 : QUICKFACTs Percentage Frequency of CYP2C9 and VKORC1 mutations in Caucasian, African-American and Asian Populations

Figure 3.3: QUICKFACTs Anti-EGFR Therapy and KRAS Mutations

Figure 3.4: QUICKFACTs Herceptin – Mechanism of Action

Figure 4.1: QUICKFACTs Integration of Multiple components for a Personalized Medicine Healthcare System

Figure 5.1: QUICKFACTs Organization of the European network for Health Technology Assessment (EUnetHTA)

### 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 QIA Symphony 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**

- 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 QIASymphony and QIASymphony 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**

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

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