Biomarkers help provide the right patients with the right medicine at the right time, contributing to better health outcomes and more efficient spending.\textsuperscript{1,2}

HOW BIOMARKERS CONTRIBUTE TO SUSTAINABLE HEALTHCARE

THE CHALLENGE
An increase in cancer incidence by 31\% between 1995 and 2012, spurred by a growing and ageing population. This trend is likely to continue in the future, leading to budget pressure on healthcare systems.\textsuperscript{3}

THE GOOD NEWS
In the same period, fewer people died of cancer thanks to advances in screening, diagnosis, and treatment.\textsuperscript{3}

Biomarkers help provide the right patients with the right medicine at the right time, contributing to better health outcomes and more efficient spending.\textsuperscript{1,2}

THE RIGHT PATIENT RECEIVES THE RIGHT MEDICINE

What are biomarkers?\textsuperscript{4}
They are indicators that provide information about normal biological processes, disease processes, or responses to a therapeutic intervention.

Examples of biomarkers include everything from pulse and blood pressure through basic chemistries to more complex laboratory tests of blood and other tissues.\textsuperscript{5}

Biological marker

- Indicators that provide information about normal biological processes,
- Disease processes,
- Or responses to a therapeutic intervention.

Examples include:
- Pulse and blood pressure
- Basic chemistries
- More complex laboratory tests of blood and other tissues.

References: