

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

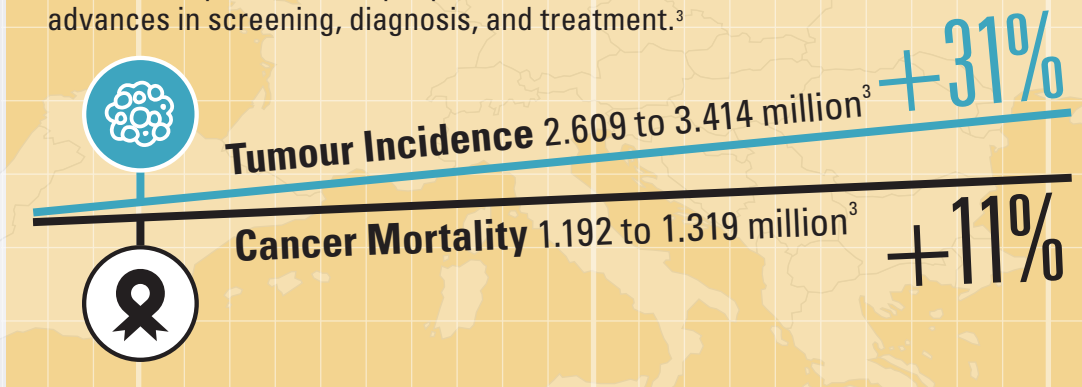
HOW BIOMARKERS CONTRIBUTE TO SUSTAINABLE HEALTHCARE

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.³

THE GOOD NEWS

In the same period, fewer people died of cancer thanks to advances in screening, diagnosis, and treatment.³



What are biomarkers?⁴

They are indicators that provide information about normal biological processes, disease processes, or responses to a therapeutic intervention.

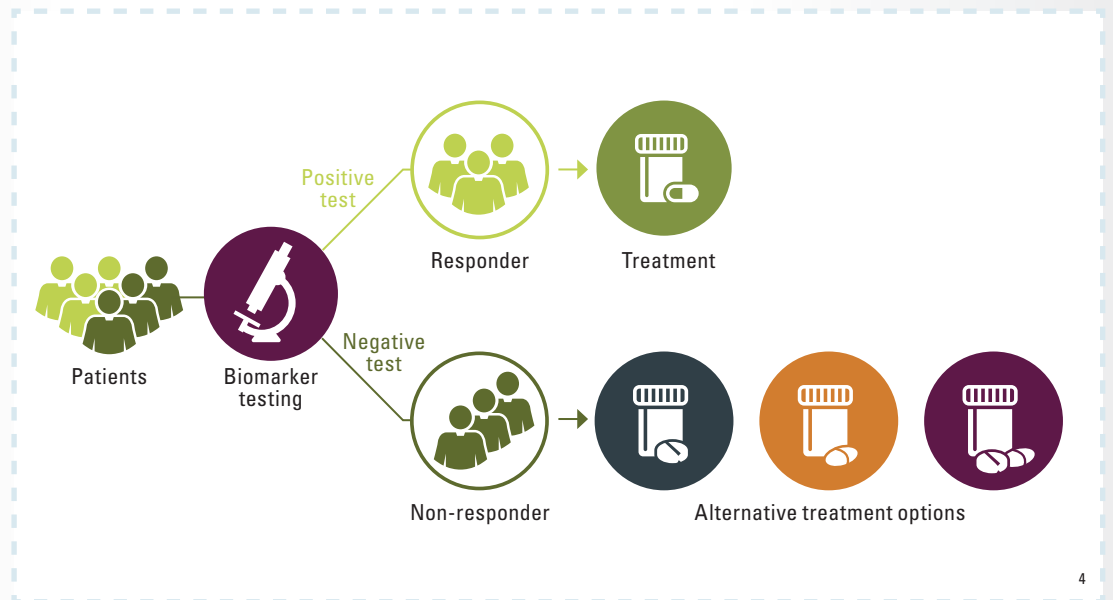
Examples of biomarkers include everything from pulse and blood pressure through basic chemistries to more complex laboratory tests of blood and other tissues:⁵



BIOMARKERS HELP...

- Improve health outcomes: The right patient gets the right treatment at the right time¹
- Make research and development of new medicines more efficient: Biomarkers help to increase the success rates in clinical trials⁶
- Create more sustainable health systems: Patients avoid receiving medicines that do not provide additional benefit¹

THE RIGHT PATIENT RECEIVES THE RIGHT MEDICINE



NO PATIENT LEFT BEHIND

References:

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 Ref. 3: Jönsson, B., Hofmarcher, T., Lindgren, P., Wilking, N. Comparator report on patient access to cancer medicines in Europe revisited. IHE Report 2016:9, IHE: Lund.

Ref. 4: Bücheler M. et al. Personalised Medicine, in Europe- Enhancing Patient Access to Pharmaceutical Drug-Diagnostic Companion Products, Patient Access Study Nov. 2014. EPAMED White Paper, Charite, Berlin.
 Ref. 5: Strimbu et al. What are Biomarkers? Curr Opin HIV AIDS 2010;5:463-466.
 Ref. 6: Jörgensen JT. The importance of predictive biomarkers in oncology drug development. Expert Review of Molecular Diagnostics 2016, 16:8, 807-809, DOI: 10.1080/14737159.2016.1199962.

