

Personalized Medicine and Companion Diagnostics in Oncology

Challenges and Solutions

Moderator

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Some Background

- Rapid growth in the use of companion diagnostics in oncology
- The objective is to target (often expensive) therapy to those patients that will benefit the most
- This strategy offers great potential, but raises challenges for manufacturers, evaluators, payers and policy makers

Challenges Raised

- How do we identify situations where a personalized medicine strategy is likely to be beneficial/cost-effective?
- How do we coordinate the development of the companion diagnostic with that of the medicine?
- How do we best evaluate the cost-effectiveness of a test and treat strategy?
- How do we determine the split between the value added by the medicine and the diagnostic for reimbursement purposes?
- Will personalized medicine strategy prove to be cost-effective overall, or will it just prove to be inordinately expensive?

Our Panellists

- **Josephine Sollano** – Head, Global Outcomes (Oncology), Pfizer
(Manufacturer Perspective)
- **Lou Garrison** – Professor of Pharmacy and Public Health, University of Washington
(Payer/Formulary Perspective)
- **Stephen Clark** – VP Market Access, OptumInsight
(Policy Perspective)

All questions and discussion at the end