

PRECISION MEDICINE: CREATING VALUE FOR EVERYONE

Research by Newsweek Vantage finds that the biopharmaceutical and diagnostics industries in the US and Europe are poised on the brink of significant change. In a survey of over 300 senior executives, 70% said their organizations had precision medicine plans or initiatives in place. It's transforming business models, requiring an entirely different view about how value is created and delivered.

Our research highlights four major themes that define how industry is rising to the challenge:

Putting patients first. With the ultimate aim of delivering the right drug to the right person at the right time, precision medicine is putting fresh impetus behind industry efforts to focus on patient needs and empowerment.

Embracing data. The very success of precision medicine depends on understanding as much as possible about patients, and it's taking the need for new sources of data, and data management and analytics solutions, to whole new levels.

Redefining value. Finding new ways to improve health outcomes in cost-effective ways is critical for bringing precision medicine into the community setting. Understanding what value means, and demonstrating the value created by precision medicine, are key challenges.

Working together. The sheer ambition of precision medicine means that no one can do it alone. Radically better collaboration, underpinned by societal trust, are needed to drive future growth and create value for everyone.

70% of executives say their organizations have precision medicine plans or initiatives in place

Q: Has your organization developed precision medicine initiatives (including e.g. product development or marketing efforts) or have plans to do so?



Newsweek Vantage survey, April 2019. Base: all respondents (301)

Precision Medicine: Creating Value for Everyone provides unique data, insights and examples about how organizations are making changes in every part of the value chain. With precision medicine overturning our very conception of healthcare, this is a must-read for anyone who wants to be part of its future.

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