

PERSONALIZED MEDICINE: Transforming Patient Care

What is Personalized Medicine?

Personalized medicine, sometimes referred to as *precision* or *individualized* medicine, is an emerging field of medicine that uses diagnostic tools to identify specific biological markers, often genetic, to help assess which medical treatments and procedures will be best for each patient.

Personalized Medicine is Improving Patient Outcomes

Blood Cancer

5-year survival rates for patients with chronic myelogenous leukemia have tripled following the introduction of a new class of targeted therapies

Cystic Fibrosis

The first drugs to treat the underlying cause of the disease are improving lung function for patients

Personalized Medicine Can Create Efficiencies in the Health Care System

The biopharmaceutical industry is helping make the health care system more efficient through personalized medicine by:

- **DIAGNOSING** faster
- **TARGETING** the right medicine to the right patient
- **PREVENTING** complications and side effects
- **IMPROVING** outcomes for patients

Breast Cancer

↓ 34%

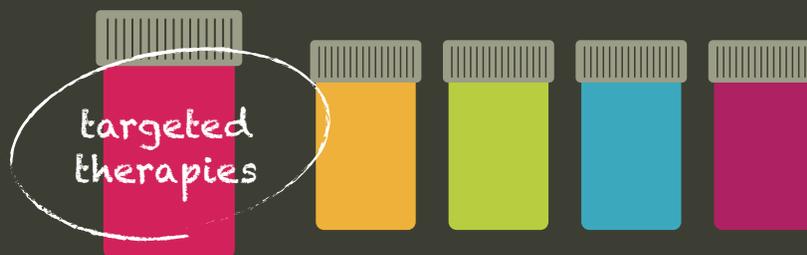
Reduction in chemotherapy use would occur if women with breast cancer receive a genetic test of their tumor prior to treatment



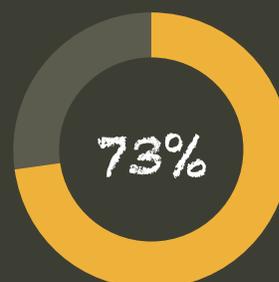
More Personalized Medicines are Available for Patients Than Ever Before - And More are on the Way

1 in 5

FDA approvals in 2014 were targeted therapies



of new medicines in the pipeline have the potential to be personalized medicines



of cancer medicines in the pipeline have the potential to be personalized medicines

Advancing Policies to Foster Continued Innovation

At a time when the scientific promise is greater than ever before, thoughtful policies are necessary to accelerate advances in targeted therapy for patients.



Discovery

Strong intellectual property protections and robust funding of the entire R&D ecosystem



Development

Clear and transparent regulatory framework for the development of targeted therapies and co-developed diagnostics



Delivery

Value assessments and emerging payment models that are patient-centered and align with the way value emerges/changes over time