Personalized Medicine, Targeted Therapeutics and Companion Diagnostic Market to 2019 - Strategic Analysis of Industry Trends, Technologies, Participants, and Environment

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Pharma & Healthcare

Diagnostics

Description:
This is a comprehensive account of the market size, segmentation, key players, SWOT analysis, influential technologies, and business and economic environments. The report is supported by over 317 tables & figures over 279 pages. The personalized medicine (global & USA) market is presented as follows:

• By Company (e.g., Qiagen, AFFYMETRIX, ATOSSA GENETICS, NODALITY, deCode /Amgen, CELERA, MYRIAD)
• By Geography (US, UK, EU)
• By Segment (Targeted therapeutics, Companion Diagnostics)
• By Sub-market (Companion diagnostic, targeted cancer therapeutic, medical technology, pharmacogenomics, consumer genomics, molecular diagnostics) • By Therapy (Cancer, Cardiovascular, Infectious Disease)

A wealth of financial data & business strategy information is provided including:

• Company financials, sales & revenue figures
• Business Model Strategies for Diagnostic, Pharmaceutical and Biotechnology Companies
• Business Model Strategies for Providers. Provider Systems and Academic Medical Centres
• Business Model Strategies for Payers & Governments
• Private and Public Funding and Personalized Medicine Reimbursement
• Revisions to Current Payment Systems and intellectual property
• How to Gain Market Penetration in the EU
• Cost-effectiveness and Business Value of Personalized Medicine
• Therapeutics and Companion Diagnostics (e.g., BRAC Analysis, Oncotype Dx , KRAS Mutations)
• Comprehensive account of company product portfolios & kits

SWOT, Economic & Regulatory Environment specifics include:

• Key strengths, weaknesses and threats influencing leading player position within the market
• Technologies driving the market (e.g., New-Generation Sequencing Technologies, Ultra-High Throughput Sequencing)
• Top fastest growing market segments and emerging opportunities
• Top pharmaceutical companies within the IPM by market share and revenue
• Comprehensive product portfolios, R&D activity and pipeline therapeutics
• M&A activity and future strategies of top personalized medicine pharmacos
• Personalized Medicine Regulation (USA, UK, Germany, France, Spain, Italy)
• CE-marked Personalized Medicine/Diagnostic Tests
• FDA Advances in Personalized Medicine Regulation

This report highlights a number of significant pharmacos and gives details of their operations, products, financials and business strategy.

• 23andMe
• Affymetrix
• Astex Pharmaceuticals
• Atossa Genetics
• CuraGen
• Celera Corporation (Quest Diagnostics)
• Celldex Therapeutics
• deCode Genetics (Amgen)
• Illumina
• Genelex
• Myriad
• Nodality
• Qiagen

What you will gain:

• An in-depth understanding of the global personalized medicine market and it’s environment
• Current market facts, figures and product lines of key players in the industry
• Emerging trends in key markets such as the US, UK, Germany and France
• Knowledge of how the personalized medicine market will integrate into the global healthcare market
• Technical insights into new generation sequencing technologies and ultra-high throughput sequencing
• Updates on bioinformatics, high throughput systems, genetic analysis kits, companion diagnostics and future technologies
• FDA approved pharmacogenetic tests and recognized biomarkers
• Information on key government and regulatory policies
• Strategies on how to adapt and restructure current business models to this industry
This report tackles key concerns to the personalized medicine market such as:
• Lack of regulatory policy and legislation in the US and Europe
• Reimbursement schemes and payers concerns
• Transition of investigational diagnostic assays and therapeutics to clinical practice
• Direct to consumer (DTC) test kits and implications for the public

Who should read this report?
• Pharmaceutical, biotechnology and diagnostic companies with an interest in personalized medicine
• Industry professionals and business strategists will discover key information to propel their policies
• Investors will gain inside information to dominant players in the industry and future forecasts
• Scientists will get a business perspective and industry insight into how scientific breakthroughs influence the market environment

This report will tell you if the companies mentioned are:
• Strong, competitive players
• Pooling their resources for specific growth and therapeutic areas
• Investing strategically in R&D
• Have a history of strategic M&A activity

This detailed report is supported with 317 figures and tables over 279 pages and profiles the main pharmacos in personalized medicine.

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Use of tables and figures in your own reports and presentations is permitted
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4. Atossa Genetics
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7. Celldex Therapeutics
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