OVERVIEW

Catalyst
- Summary

EXECUTIVE SUMMARY
- Strategic scoping and focus
- Datamonitor key findings
- Related reports

INTRODUCTION
- Oncology overview: A move toward personalized therapy with the development of targeted drugs

BIOMARKERS
- Oncology biomarkers: Definition
  - Classification of cancer biomarkers
  - Targeted therapies and predictive biomarkers

DRUG AND COMPANION DIAGNOSTIC DEVELOPMENT
- Case study: Iressa (gefitinib; AstraZeneca)
  - Development approach: Overview
  - When to develop companion diagnostics
  - Internal or external companion diagnostic development

COMMERCIAL POTENTIAL
- Patient population
- Herceptin (trastuzumab; Roche/Genentech/Chugai)
- Erbitux (cetuximab; Bristol-Myers Squibb/Eli Lilly/Merck KGaA) and Vectibix (panitumumab; Amgen)
- Cost-effectiveness: Companion diagnostics make cancer treatments more cost-effective
- Reimbursement: Reimbursement policies must consider personalized cancer therapy

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- Regulators and personalized cancer therapy: Regulations are changing to encourage companion diagnostic co-development
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- Zelboraf (vemurafenib; Roche/Daiichi Sankyo): Personalized therapy profile
  - Drug overview
  - Companion diagnostic overview
  - Development path
  - Commercial potential
  - Clinical and commercial assessment
- Xalkori (crizotinib; Pfizer): Drug profile
  - Drug overview
  - Companion diagnostic overview
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  - Commercial potential
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KEY PIPELINE PERSONALIZED CANCER THERAPIES
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  - Drug overview
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- Trametinib (GSK-1120212; GlaxoSmithKline): Personalized therapy profile
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