Personalized Medicine, Targeted Therapeutics and Companion Diagnostic Market 2015: Strategic Analysis of Industry Trends, Technologies, Participants, and Environment

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 270 tables & figures over 254 pages. The personalized medicine (global) market is presented as follows:

- By Company (e.g., 23andMe, AFFYMETRIX, ATOSSA GENETICS, NODALITY, deCode /Amgen, CELERA, MYRIAD)
- By Geography (US, UK, EU)
- By Segment (Targeted therapeutics, Companion Diagnostics, Esoteric tests, Esoteric lab services)
- By Sub-market (Companion diagnostics & therapeutic, nutrition & wellness, medical technology, pharmacogenomics, consumer genomics)

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
- Consumer genomics and POC market
- 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
What you will gain:

- An in-depth understanding of the global personalized medicine market and its 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 263 figures and tables over 224 pages and profiles the main pharmacos in personalized medicine.

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