

EPEMED the European Personalised Medicine association**works on its 2012 market study publication**

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EPEMED is currently working with a leading European academic institution to publish a market study on the European Personalized Medicine environment. In essence, this material will constitute a set of recommendations “from citizen to politician” and will build on EPEMED’s previous white paper on market access published in 2011. The study will provide an evidence-based learning platform to move toward broader adoption of Personalized Medicine solutions across Europe. It will highlight the potential of the European environment for personalized medicine and companion diagnostics, while highlighting the associated challenges. It will draw on case studies and some primary market research with relevant decision-makers from across Europe, including companies who are currently bringing personalized medicines to market. While challenges will be highlighted, the analysis will be focused on solutions and policy recommendations. Essentially, it will serve as a narrative of where the market is today and the long term potential if structural barriers are addressed and thoughtful initiatives implemented. In addition to taking the broad European view and contrasting with the United States, the study will address specifics at the country level within Europe.

EPEMED will soon provide an update on this important white paper, including an introduction to the authors.

Find more information on www.epemed.org

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Notes to the editors

EPEMED was founded in 2009 to address issues in personalised medicine that confront the industry, regulators, payers & governments. The organisation comprises a dynamic and diverse group of leaders

in the personalised medicine field who have great expertise in the application and development of diagnostic tools and stratified medicines to deliver improved patient care.

EPEMED aims to provide a pro-active platform for the harmonisation of personalised medicine development and implementation across Europe, focusing on the crucial role of diagnostics, to make personalised medicine a reality. Its mission is to create a central point of communication for all those involved in progressing personalised medicine; to determine optimal regulatory and reimbursement routes to deliver personalised medicine to patients efficiently and to promote improved development of personalised medicine through the creation and application of advanced diagnostic tests.

EPEMED aims to deliver on its objectives via a combination of white papers, public fora, and direct subcommittees activity focused on regulatory, economic and educational challenges in the European market context.