



The European Personalised Medicine Association

*For immediate release*

**EPEMED, the European Personalised Medicine association, announces  
the publication of its white paper “Market Access Challenges in the European Union  
for High Medical Value Diagnostic Tests”**

**Nantes, France, March 14, 2011** – The European Personalised Medicine association (EPEMED) today announced the publication of a new white paper in the March, 2011 issue of Future Medicine’s Journal of Personalized Medicine. A copy of this paper is available online at the Future Medicine web site (<http://www.futuremedicine.com/toc/pme/8/2> ).

The paper explores specific challenges and market entry barriers in Europe faced by personalized medicine companies and their products, with a focus on reimbursement issues for high value diagnostic tests. The paper concludes that, while appropriate diagnostic reimbursement is a global issue, Europe presents particular inter- and intra-national heterogeneity, decentralized processes and a lack of transparency when compared to therapeutic reimbursement. As a consequence, few advanced diagnostic tests reach the broad European patient population and European innovation is impeded.

*“This paper articulates some of the country-specific and European-wide challenges to personalized medicine while exploring potential solutions.”* said Iain Miller PhD, co-author and founding member of EPEMED, and Executive Director Theranostics Strategy and Business Development at bioMerieux. *“We hope that the EPEMED community, by highlighting such issues and serving as a forum for best practice sharing, can help drive solutions and bring medical diagnostic innovation to more patients”* said Alain Huriez MD, Chairman and founder of EPEMED and CEO of TcLand Expression.

The new white paper is the latest in a series of EPEMED’s 2010 initiatives. In September 2010, EPEMED held its first webinar on Personalized Medicine in Europe, while in October 2010 the first EPEMED annual conference was held at the French Senate, with a focus on the public health and financial consequences of Personalized Medicine. Similar initiatives being planned for 2011 include a webinar in May and the 2<sup>nd</sup> annual conference in November.

**About EPEMED**

EPEMED, the European Personalized Medicine Association, [www.epemed.org](http://www.epemed.org), is a dynamic non profit association formed in 2009. EPEMED's focus is to improve patient outcomes while reducing costs through the use of information derived from individual diagnostics to better target therapy. EPEMED will do so by providing a platform for harmonization of the development and implementation of value-based diagnostics across Europe, to make personalized medicine a reality.

Specifically, EPEMED provides:

- Education, awareness and promotion of the benefits of personalized medicine
- A forum to share best practices
- Input to policy makers on relevant legislation

EPEMED counts diverse membership from the diagnostic, pharmaceutical, professional service and academic communities.

**EPEMED**

Information available on [www.epemed.org](http://www.epemed.org) (regular updates).

Membership conditions available at [www.epemed.org](http://www.epemed.org) & [membership@epemed.org](mailto:membership@epemed.org)

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