

# Rx/Dx Co-Development The Long View.....

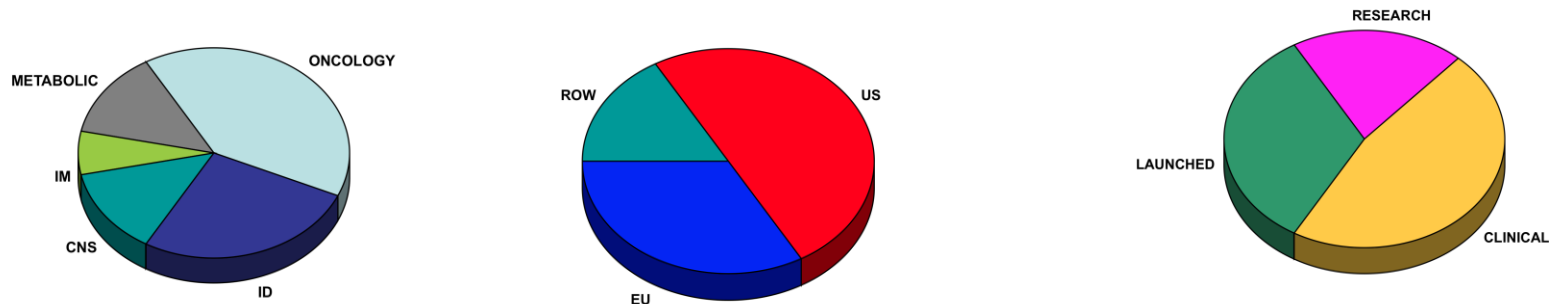


Peter Keeling  
CEO Diaceutics



# Diaceutics, An Introduction

Since 2005 focused on building a proprietary, evidence based, mirror PM planning process



Validated this total solution during 20+ Rx/Dx projects with 7 of top 10 Pharmas



Combined software, consulting and knowledge into a business model to scale across the industry

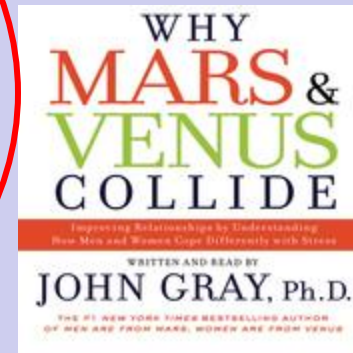


# The Rx/Dx Co development Storyboard

The promise of  
Personalized Medicine  
happiness



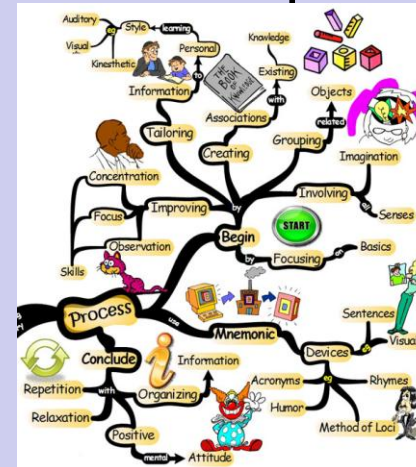
Rx is from Venus,  
Dx is from Mars



The reluctant spouse



Its all about process



# The Compelling Poster Child



**1997-2007**  
**Sales:\$5,277m**

**1997-2007**  
**Dx Investment**  
**\$70-80m**

# Internal Pioneering Initiatives

## Therapy Area Critical Mass



## Collaborative Research Capability

Lilly, Merck, Pfizer Agree to Share Pre-Competitive Genomics Data on Lung, Gastric Cancers in Asia

February 24, 2010

By Turna Ray

Three pharmaceutical firms have agreed to share data through an independent organization focused on researching the pharmacogenomic underpinnings of lung and gastric cancers, two diseases prevalent in Asia.

aA Type size: + -

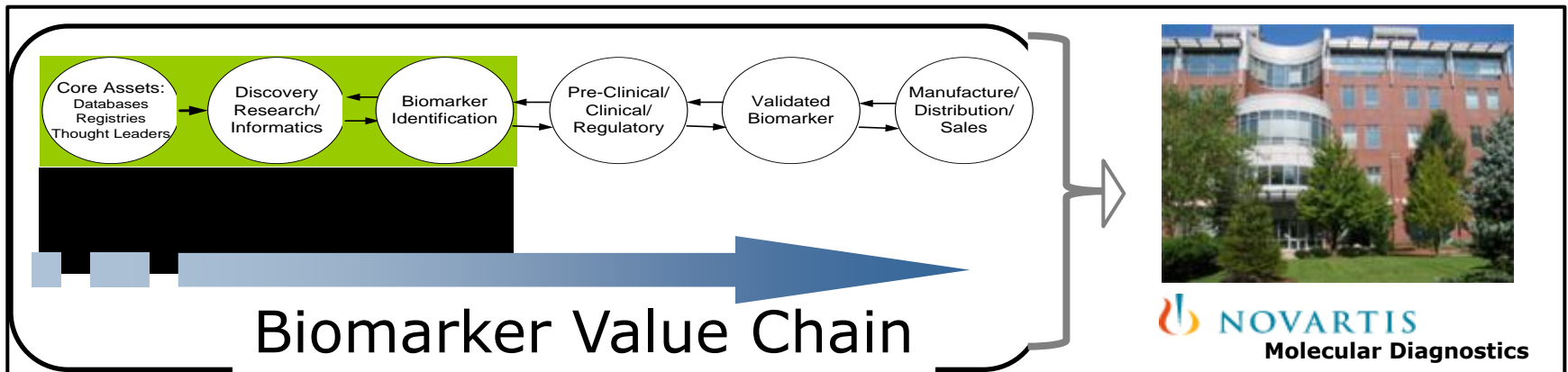
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## Leveraged Investment

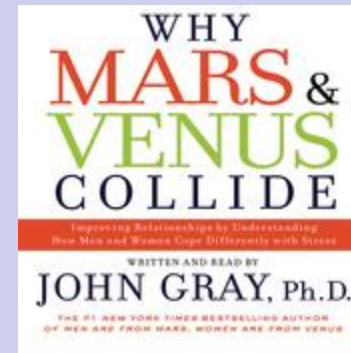


# The Rx/Dx Co development Storyboard

The promise of Personalized Medicine happiness



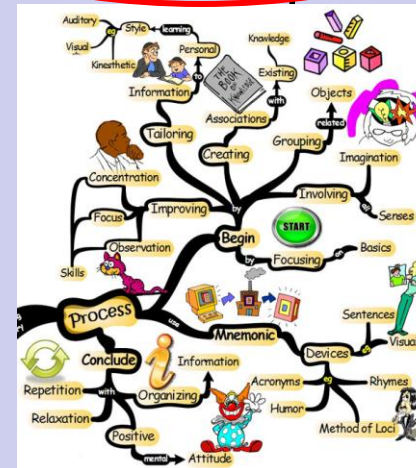
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# But When You Listen to the Chatter

**Diaceutics**  
Bridging the Gap



**Diaceutics Delphi Study**

**Identifying the Primary Barriers to Operationalizing Personalized Medicine**

Presented at the CONVERGING INDUSTRIES SUMMIT  
Aligning Stakeholders for the Future of Personalized Medicine  
April 24-25, 2008  
Washington DC



**Genentech**

**AstraZeneca**



**THIRD WAVE TECHNOLOGIES**



**AMGEN**

**genzyme**

 **NOVARTIS**

*Lilly*



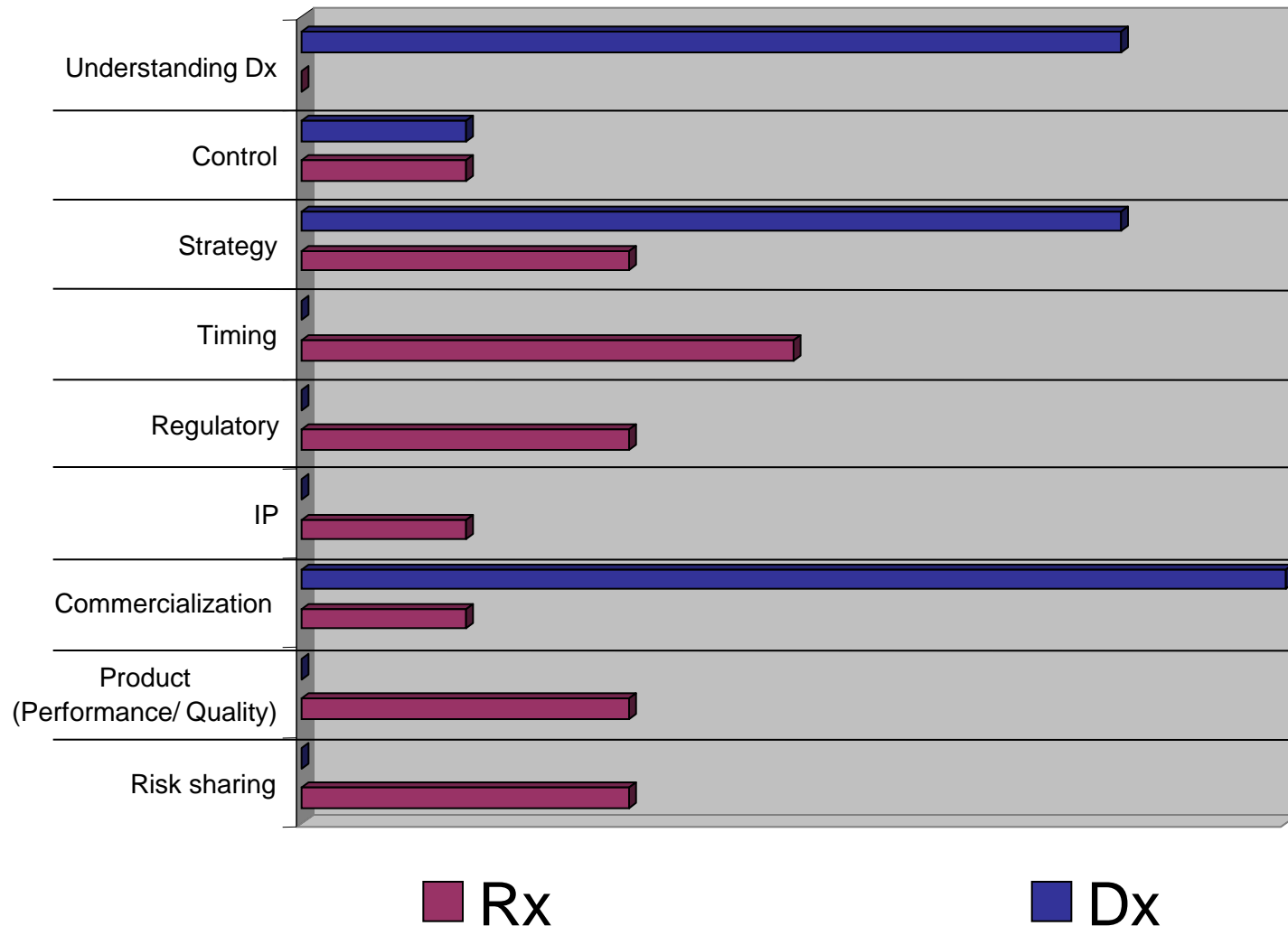
*medco*



# The Partner Perspectives are At-Odds

What are you most concerned about

Rx views versus Dx views

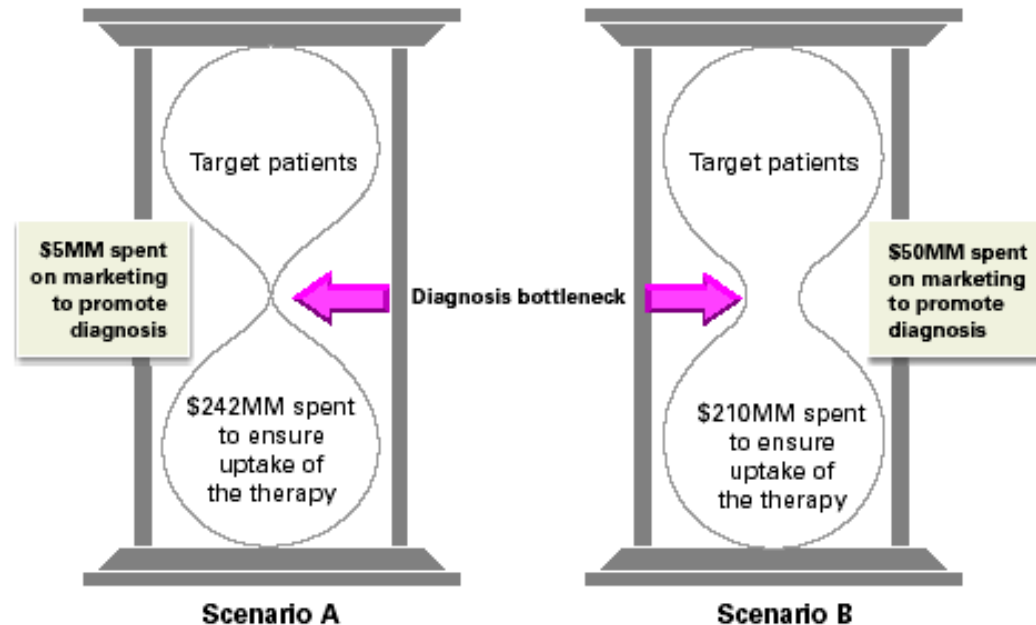




# “We are not in the diagnostics business”

> The power of (mis)perception

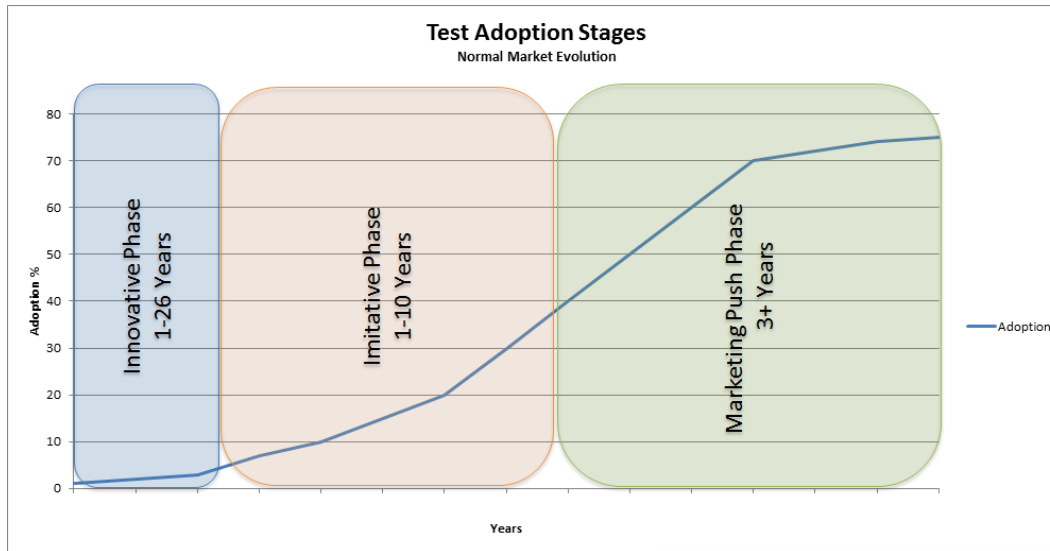
**Figure 1**  
Comparison of Promotional Spending Plans for a Targeted Therapy Enabled by a Diagnostic



Source: Peter Keding, Diaceutics.

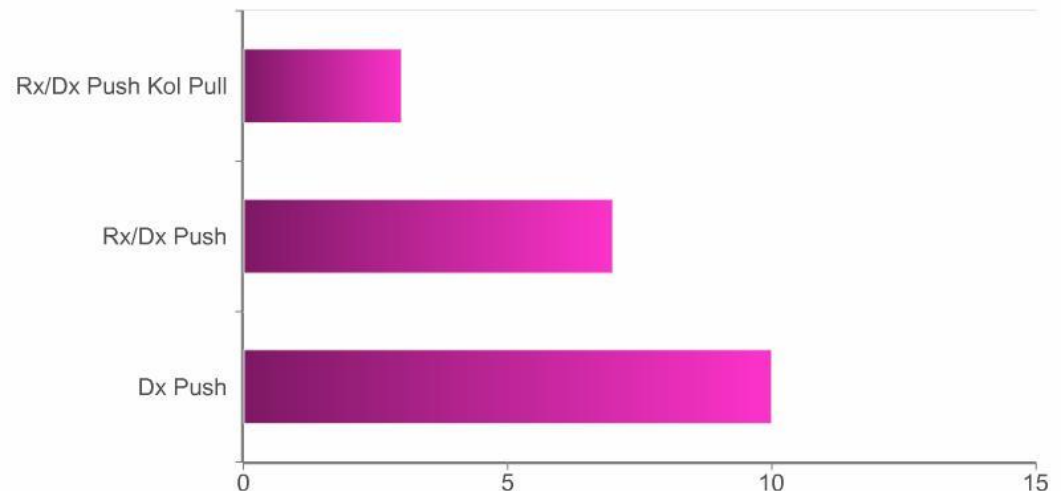
Decision Resources, Inc.

# Why be Dependent on a Snail?



Dx adoption follows a sequence of stages, typically much more protracted than Rx uptake

Launch benchmarks indicate a joint Rx/Dx push can shorten time to Dx adoption by several years



**Only When We Have to**

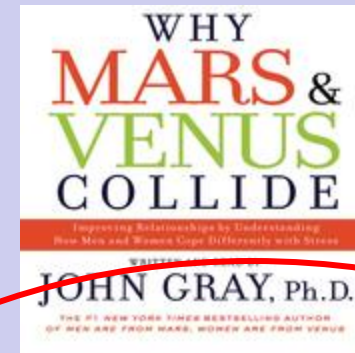


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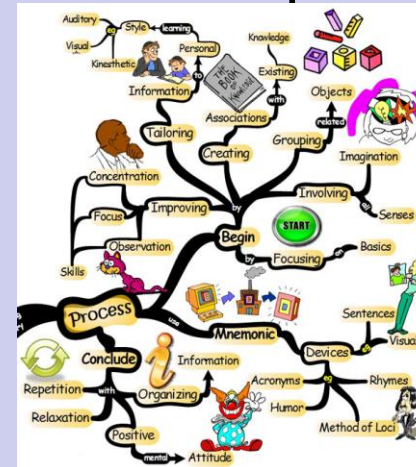
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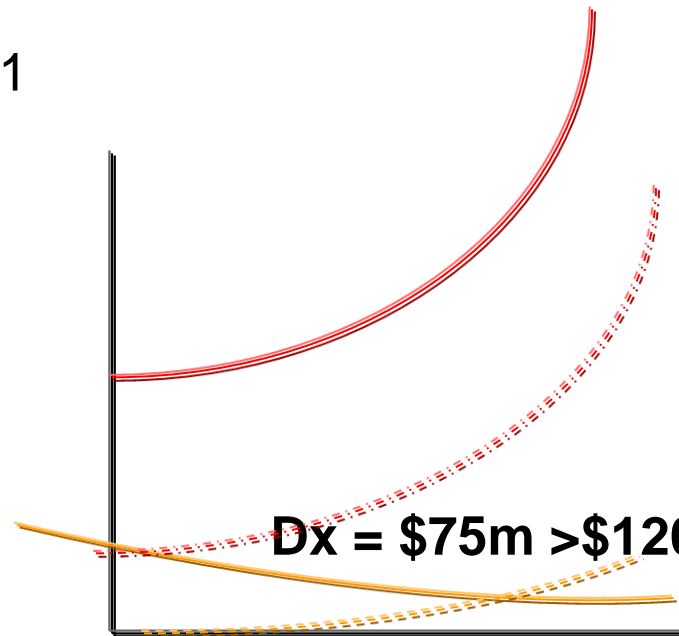


# Optmising PM Requires A Different Mindset



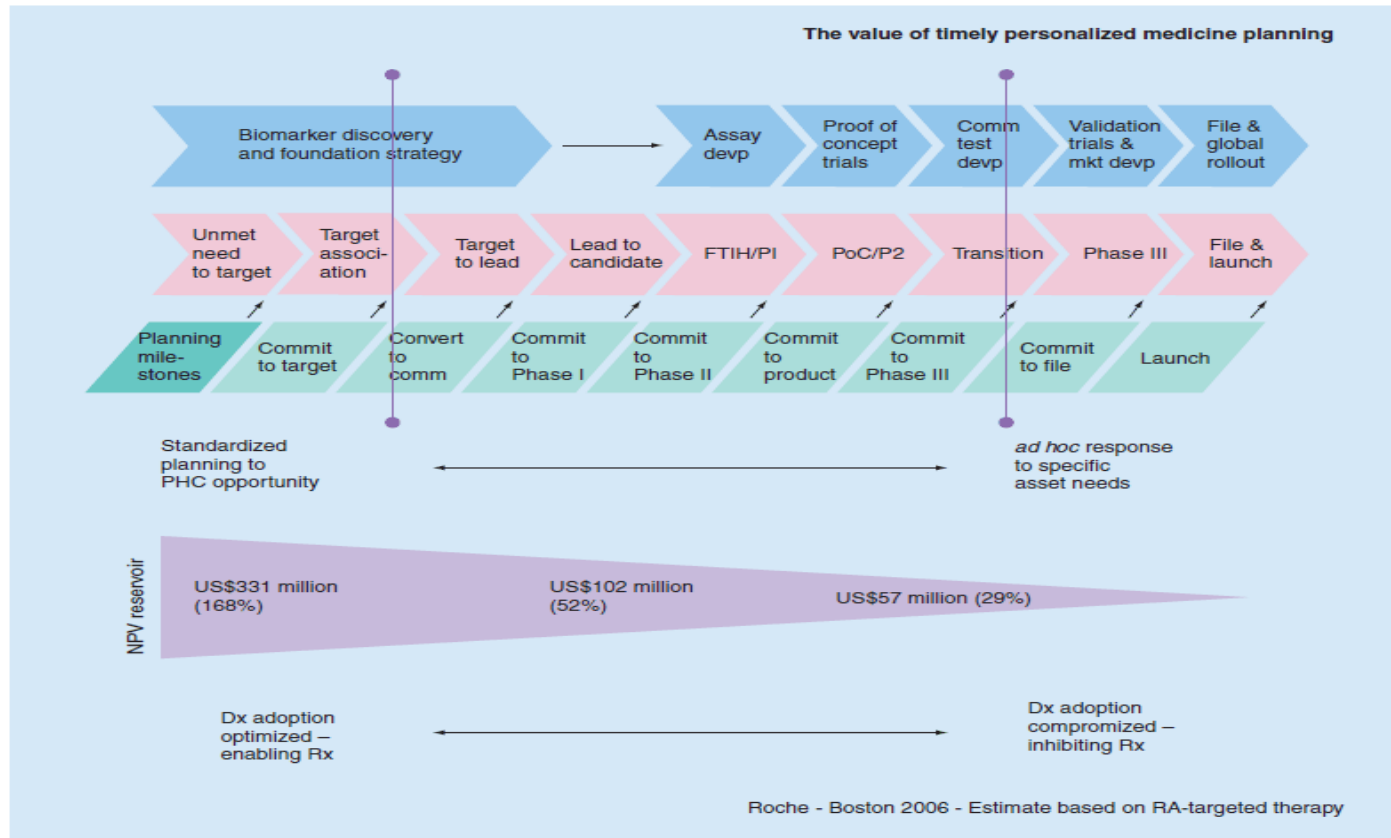
Dx ROI: \$65 > \$83:1

Rx = \$5bn > \$10bn



Dx = \$75m > \$120-130m but earlier

# Integrating the Dx Process INTO the Rx Process



**Figure 1. The value of timely planning.** Diaceutics Case-Based Reasoning Financial Benchmarking Model. NPV: Net present value; PHC: Personalized healthcare.

Based on Model of a DMARD biologic in RA Capturing Optimal Return from Personalized Medicine ( Smart et al) Personalized Medicine 2010- 7

# Pharma's World is Changing

Example:  
Medco



Example:  
Oncotype Dx

Examples: Roche versus AZ

**Thank you**

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**www.diaceutics.com**