

Summary of “Getting Through to Oncologists: What Cancer Diagnostic Companies Should Do to Reach Their Key Customer Group”

By Winny Tan

Recently, Frost & Sullivan set out to better understand how cancer diagnostic companies could more efficiently and effectively get new tests and technologies to market in an increasingly competitive and saturated industry. F&S uncovered what it takes for diagnostic companies to get their products into clinical use and highlights BioMarker Strategies and the company’s SnapPath™ platform in their analysis.

F&S began with a survey of 50 oncologists, all working in high-volume physician offices and hospital settings across the country. According to 62% of those surveyed, the highest area of unmet clinical need in patient management is having predictive tests to guide therapy and improve patient outcomes. This need rated considerably higher than other areas of patient management, including disease screening, relapse monitoring, prognostic prediction, and diagnosis. Critical to this unmet need, is understanding cancer at a molecular level—for, as oncologists confirmed, the future of cancer is rooted in single and multiplexed molecular biomarkers.

Survey results also indicated that as more clinically-useful data becomes available for review and validation, oncologists will be more willing to try new diagnostic tests. They are most interested in a product that would interpret data at the molecular level (73%) and consolidate findings in order to synthesize patient data and help guide treatment. Oncologists are looking for new tests that are backed by successful clinical trials and have been validated by a committee of industry experts.

BioMarker Strategies appears to be on track to meet oncologists’ need. The company is developing the SnapPath™ biomarker testing system to uniquely respond to the need for better predictive therapy that is also compatible with the increasing acceptance of molecular diagnostic technology.

BioMarker Strategies’ technology is ideal for filling this void. The company’s proprietary ex vivo biomarker tests are designed to provide clinically actionable information to oncologists regarding targeted drug treatment selection, including drug combinations. These tests, called Functional Signaling Profiles, are designed to analyze cancer at the molecular level and inform drug treatment selection for cancer patients with breast, colon, lung, pancreatic and other solid tumors. To date, this type of analysis is only possible using BioMarker Strategies’ SnapPath™ technology.

For more information, visit www.frost.com