

Growth In Personalized Medicine Raises Issue Of Companion Test Pay

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Innovators in the companion diagnostics space could benefit from a move towards value-based purchasing, where health care providers are rewarded for adhering to quality-of-care and performance standards, according to health care consultant Joseph Ferrara.

"Payers like the idea of a targeted therapeutic," said Ferrara, President of Boston Healthcare, during a September 15th webinar hosted by the European Personalized Medicine Association.

For example, a test that can pinpoint which cancer patients will respond to a costly oncology drug has the potential to drive significant savings by eliminating the need to take patients through step therapy where they must fail a certain drug before moving on to the next one.

Some payers are building into coverage policy the use of laboratory tests and biomarkers as a gateway to accessing certain pharmaceuticals, Ferrara said...<<[Read More](#)>>

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