

New personalized medicine model could lead to better care, lower costs, higher profits

Cambridge consulting firm Scientia Advisors says that big pharma could begin to reap profits from personalized medicine much sooner than predicted by marketing new diagnostics tools along with drugs that are already on the market. (Most pharma companies are currently using personalized medicine tools only in developing new drugs—which won't bring any profits for years down the road). Based on quantitative and qualitative research, Scientia's study, published in the January, 2009 *Pharmaceutical Executive* describes how three companies grew their profits and improved their relationships with prescribing physicians using the new model. According to Scientia Managing Partner Harry Glorikian, the method will also improve patient care, lower costs and lead to health system reforms. More info is available at www.scientiaadv.org.

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