

# Keynote Highlights

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**A Keynote Speaker at the 14th Annual Personalized Medicine Conference at Harvard Medical School**

## Personalized Medicine

is a field with some notable early successes and great potential. Like anything with potential, there are many opportunities and many obstacles to navigate.

### Opportunities for diagnostics

#### Technology



Next-generation sequencing is at the forefront of diagnostics innovation.

#### Physician Awareness



In a survey, more than **95%** of clinicians said that they know genetic information affects drug response.<sup>1</sup>

#### Clinical Decision Support and Genetic Counseling

Survey found clinicians need guidance to translate genetic testing results into clinical actions<sup>2</sup>



### Obstacles to personalized medicine



Cost



Coverage



Determination of value

### Short list to make potential of personalized medicine a reality



#### Close educational gaps

Close educational gaps for consumers, providers, payers and other thought leaders.

#### Agree on the value equation

Convene a cross-disciplinary group to agree on the value of precision medicine, balance the potential short-term impact vs. long-term savings and improved outcomes, and evaluate comparison to other healthcare initiatives.



#### Get serious about relevance, reliability and reproducibility

Through appropriate diagnostic-specific policy balancing innovation and access with patient protection, get serious about demonstrating the scientific basis of a specific test, its clinical relevance to the question we are trying to answer, and its reliability and reproducibility.

#### Expand beyond oncology

Expand the case for personalized medicine beyond oncology and create the virtuous cycle of effective treatment for responders, alternative treatment for non-responders, and exploration of new treatments.



*"It has been said that personalized medicine offers the promise of a future in which we can predict, prevent, and treat disease at the individual patient level in exciting new ways. ... The opportunity ahead is enormous and I hope that we will find the will, the alignment of interests, and the focus needed to complete the journey and keep the promise."*

David P. King

1. Stanek EJ, Sanders CL, Taber KA, et al. Adoption of pharmacogenetic testing by US physicians: results of a nationwide survey. Clin Pharmacol Ther. 2012; 91(3):450-8.

2. Clinical Pharmacogenetics Implementation Consortium. Resources: Overview Presentation. The Clinical Pharmacogenetics Implementation Consortium: Incorporating Pharmacogenetics into Clinical Practice and the EHR. <https://cpicpgx.org/resources/>. Accessed June 21, 2018.

