

Fear of Theranostics: Why an Industry Has Not Really Emerged

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In This Issue . . .

Theranostics—on-the-spot, highly accurate, DNA-based diagnostics that identify disease, predict a patient’s therapeutic response, or select patient subtypes for treatment—have arrived. Several such products are now available, and many companies are developing theranostics products or are exploring the tandem marketing of theranostics and therapeutics. But is theranostics an industry of its own or a new decision-making business tool? In this report, we examine this question in detail, reviewing the various roles theranostics might play, including functioning as a provider to Big Pharma under the made-to-order business model, developing as a standalone hybrid industry, acting as a revolutionary in the transition to integrated health care, and serving as a productive business tool that will be an integral part of the future health care industry.