

### Integrating Diagnostics and Therapeutics for Targeted Therapies, Part 1: Optimizing the Comarketing Plan

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#### Table of Contents

<b>Overview of Diagnostics and Pharmaceutical Comarketing Efforts</b> . . . . .	2
Cultural Differences Between Pharmaceutical and Diagnostics Companies . . . . .	2
Past Collaborations . . . . .	3
Ongoing and Future Collaborations . . . . .	3
<b>Barriers to Comarketing: Separating Fact from Fiction</b> . . . . .	5
Myth #1: Many Diagnostic Competitors Are Good for Therapy . . . . .	5
Myth #2: Diagnostic Intellectual Property Cannot Be Defended . . . . .	6
Myth #3: No Diagnostic Is Worth Spending \$50 Million at Launch . . . . .	7
<b>The Need for New Thinking</b> . . . . .	7
Hypothesis #1: Early Proactive Involvement Is Essential . . . . .	8
Hypothesis #2: Unifying Copromotion Brand Objectives . . . . .	9
Hypothesis #3: Funding the Plan . . . . .	11
<b>Conclusion: Integration of Diagnostics and Therapeutics</b> . . . . .	13

#### In This Issue...

With so many targeted therapies requiring the use of a diagnostic coming to market, comarketing of diagnostics and therapeutics will become routine. This report (the first in a series of two) addresses key frameworks on which to build comarketing models that deliver integrated care in ways that expand the market, help patients, and provide for better economic returns for pharma and diagnostics companies. The pharma industry should not hesitate to take an early, active role in the collaboration. Herein, we separate fact from fiction in the diagnostics marketing arena, explain the benefits to pharma of becoming intimately involved in the comarketing process, and provide three logical hypotheses on which to start planning and negotiation with a diagnostics partner.