Spectrum

A SERVICE OF DECISION RESOURCES, INC.

Biomarkers and Diagnostics

# Integrating Diagnostics and Therapeutics for Targeted Therapies, Part 2: The Importance of Calculating the Return on Investment

**Peter Keeling, M.B.A.**

*Diaceutics*

## Table of Contents



## In This Issue...

As the promise of diagnostic/therapeutic combinations is increasingly recognized, pharmaceutical companies must determine best practices in terms of comarketing these combinations. This two-part series is designed to showcase fundamental considerations in diagnostic/drug comarketing plans. Part 1 of this series examined the potential benefit that drug companies can gain from entering into well-planned marketing collaborations with diagnostics companies and presented a framework on which to build these collaborations. In Part 2, we focus on the importance of the financial justification for those collaborations. To highlight the importance of this analysis, we discuss the variables that must be considered when quantifying the expected return. We review three hypotheses often encountered when determining the benefit of a diagnostic, applying to them historical cases in which the relationships between diagnosis and treatment can be measured or analyzed and used as benchmarks when estimating the financial return on new ventures.

**Decision Resources, Inc.** • 260 Charles Street, Waltham, Massachusetts 02453
• Tel 781.296.2500 • Fax 781.296.2550 • www.decisionresources.com •