



Press Release

For immediate release

Bionest and PMC Address Optimization of Personalized Medicine Strategies

Science article highlights a combination of business analytics and consensus building for R&D and commercialization decisions

New York (USA), Paris (France), January 30, 2012 - Bionest Partners, a premier strategy and management consulting firm for life science industries, and a recognized leader in personalized medicine (PM) strategy consulting, announces the publication of an [article](#) in a supplement to the Dec. 23, 2011 issue of **Science**. The article, co-authored by Dr. Edward Abrahams, President of the Personalized Medicine Coalition (PMC), focuses on how best to optimize decision-making for personalized medicine research and development (R&D) and commercialization strategies.

The adoption of personalized medicine strategies could bring great benefits to patients, medical service providers, payors, and the manufacturers of personalized medicine products (e.g., pharmaceutical and diagnostic companies). The article discusses the complexities and uncertainties that personalized medicine introduces for pharmaceutical and diagnostic companies, and how they can address those challenges from commercial, operational, scientific and clinical perspectives. The authors highlight the use of quantitative modeling and decision-analysis tools. In addition, they emphasize the importance of the "soft art" of communication and consensus building within the organization.

Dr. Sean X. Hu, Head of Bionest USA and Managing Director, North America, and lead author, points out that "the key to success lies in the mastery of both the science and the art of personalized medicine strategy decision-making. This article summarizes the combined approach we employ to help companies make the right decisions in a still emerging field."

Dr. Edward Abrahams adds: "The field of personalized medicine has come a long way over the last decade, to the point that it is now embedded in nearly every major pharmaceutical and diagnostic company research or product portfolio. Nevertheless, companies are struggling with how to navigate a still uncertain regulatory and payor environment, and formulate effective market strategies. The tools and approaches we refer to in this article are an important step toward providing a 'GPS' for making the right strategic decisions."

Bionest is sponsoring the upcoming **PMC reception** at the InterContinental San Francisco on February 22, 2012, concurrent with the [Molecular Medicine TriConference](#). For further discussions with Drs. Hu and Abrahams on personalized medicine strategies, either at the PMC reception or at another time, please contact Dr. Rachel Laing (rlaing@bionest.com).

Bionest has become a powerhouse in personalized medicine strategy consulting, experienced in a broad spectrum of project types, from the corporate level (personalized medicine business models, commercialization capability building, R&D and

commercialization business processes, and organizational structure) to development and commercialization strategies for individual drug assets and companion diagnostics.

In addition, Bionest has been driving thought leadership on personalized medicine, with many articles published or in development on the strategic, commercial and technical aspects of personalized medicine.

For more details, please visit www.bionest.com, (navigate to section Strategic/Strategic Practice/Personalized Medicine Strategies).

About Bionest Partners

Bionest Partners provides advisory and management services exclusively for the life science industries, and helps pharmaceutical, biopharmaceutical, diagnostics, biotechnology, and medical device companies and their shareholders to maximize the value of their assets and investments. The company, founded in 2003, has offices in Paris and New York. Its broad customer base includes more than 100 clients ranging from large established companies to biotech start-ups and private equity firms, such as Pfizer, Sanofi, GlaxoSmithKline, Bristol-Myers Squibb, Novartis, AstraZeneca, Johnson & Johnson, Bayer, BiogenIdec, Millennium, MedImmune, Idenix, ProStrakan, Stallergenes, Innate Pharma, Genfit, Jubilant, Sequenom, Axa Private Equity, Blackstone, Candover. The company focuses on providing actionable strategies through its expertise in management consulting, including corporate, franchise, portfolio and product commercialization, organizational and marketing strategies, due diligence, surrogate management, as well as entry into European and US markets. Bionest has a global network of consultants and associate members deployed to address specific client assignments and geographical markets in the Americas, Europe, and Asia Pacific.

About the Personalized Medicine Coalition

The Personalized Medicine Coalition (PMC), representing scientists, patients, providers and payers, promotes the understanding and adoption of personalized medicine concepts, services and products to benefit patients and the health system. For more information on the Personalized Medicine Coalition, please visit www.PersonalizedMedicineCoalition.org.

Contacts

BIONEST PARTNERS :

Phone : +33 (0) 1 58 05 14 29, or
+ 1 646 386 2900

E-mail : rlainq@bionest.com