



Pharma and Diagnostics Working Group

OVERVIEW: INDUSTRY ENGAGEMENT AT PMC

Health care is in the midst of a shift from one-size-fits-all, trial-and-error medicine toward a new, targeted approach that utilizes patients' molecular characteristics to inform health care decisions. Completing this transformation will require solutions to nuanced regulatory and reimbursement challenges standing in the way of the rapid development and clinical adoption of more individualized care. Unfortunately, growing excitement for personalized medicine among patients, providers, and policymakers is tempered by increasing pressure to control costs across the U.S. health care system. To date, policy proposals aimed at reducing costs have failed to recognize personalized medicine's potential contributions to efficient, high-value care.

Policy conversations are beginning to focus more on designing the most effective care delivery models, developing appropriate measures of quality care, and identifying treatment outcomes that matter most to patients. In order to integrate these principles consistently into PMC's efforts to further personalized medicine, the Coalition is expanding its engagement with the Pharma and Diagnostics Working Group to inform PMC's policy strategy and advocacy activities related to research and development, regulatory oversight, reimbursement, payment reform, and health care quality.

OBJECTIVES

As part of the group, which will be led by PMC's Senior Vice President, Public Policy, Cynthia A. Bens, and PMC's Senior Vice President, Science Policy, Daryl Pritchard, Ph.D., participants will:

- Formulate a comprehensive policy agenda that highlights policy challenges biopharmaceutical and diagnostic companies face in bringing personalized medicine interventions to patients
- Develop consistent messages based on this policy agenda that PMC can communicate to policymakers, patients, and the public
- Collaborate to align policy priorities among PMC members and leverage relationships with policymakers to advance legislation and regulations that promote the adoption of personalized medicine
- Identify areas where PMC can increase its influence and expand its membership
- Share information to foster partnerships among working group members

PARTICIPATION DETAILS

- The working group will convene via teleconference at least once per quarter, and as needed
- Representatives from current PMC member organizations are invited to participate
- The working group will complement the Coalition's other working groups, which convene health care providers and patient advocacy organizations on personalized medicine

CONTACT

To join or request more information, please contact David Davenport, Manager, Public Policy & Secretary to the Board at ddavenport@personalizedmedicinecoalition.org.