23-25 JAN. 2018
The EGG
BRUSSELS

IVD – EVOLVING BUSINESS
ENVIRONMENT AND
PRACTICES

Dr. Torsten Hoof
SVP, Genomic Health Intl.
Leading in Oncology Precision Medicine

Right Treatment at the Right Time

- Do I Have Aggressive Disease?
- Do I Need Radiation?
- Do I Need Surgery?
- Do I Need Chemo?
- What Stage Is My Cancer?
Case Study: ODx Breast Recurrence Score

- Guiding personalized treatment decisions in ER+/Her2- breast cancer
- Broad body of evidence
- Established value
- Endorsed by guidelines around the world
- Dichotomy of access: from ‘standard of care’ to ...