

Aiming to Lead as Personalized Medicine Continues to Expand

On February 8, 2010, NJBIZ staff writer Shankar P. covered a recent national report by PricewaterhouseCoopers, entitled “The New Science of Personalized Medicine: Translating the Promise into Practice,” which details the development of personalized medicine.



Dr. Michael Christman, Ph.D., Coriell President and CEO, was interviewed as an expert in the field, discussing the formation of viable models for personalized medicine genetic testing.

“Christman said Coriell and Generation Health have discussed the possibility of doing genetic testing in a cost-saving model,” the NJBIZ article reports. “In the current model, for example, a genetic test to see if the cardiovascular drug Plavix will work on a patient would cost about \$415, he said. But Coriell’s model would allow for a whole range of information ‘for hundreds of other genetic variants at the same cost,’ he said.”

To read the article in its entirety, please visit the NJBIZ website:
http://www.njbiz.com/weekly_article.asp?aID=80546