
RESEARCH FUNDING PROSPECTUS

Payer Policies and Perspectives on Personalized Medicine

Purpose

More information about payers' perspectives on personalized medicine would make it easier for industry leaders to develop and commercialize the tests and treatments necessary to bring its benefits to more patients. The Personalized Medicine Coalition is seeking funding for research that would promote a better understanding of payer decision-making in this area.

Methods

PMC is planning a two-phased study of *Payer Policies and Perspectives on Personalized Medicine*. First, using publicly available statements, the Coalition plans to analyze and evaluate the coverage, reimbursement, and utilization policies of public and private health insurance provider institutions to determine when leading payers across the globe facilitate or limit patient access to the tests and treatments underpinning personalized medicine. PMC then plans to survey a sample of leaders at public and private health insurance provider institutions, pharmacy and laboratory benefits managers, and large employers to determine their perspectives on the field. To help inform efforts to work with payers to improve access to personalized medicine technologies, the Coalition plans to publish the study results in two publicly available research reports.

Sponsorship Levels

	Collaborator \$100,000	Champion \$50,000	Supporter \$25,000
Priority consideration to serve as a co-author on research-related publications when appropriate	●		
Priority consideration for invitations to opine on research results at conferences and other forums	●	●	
Participation on research steering committee	●	●	●
Acknowledgement of support on all published materials	●	●	●

MISSION

The Personalized Medicine Coalition (PMC), representing innovators, scientists, patients, providers, and payers, promotes the understanding and adoption of personalized medicine concepts, services, and products to benefit patients and health systems.

LEARN MORE AT:

www.PersonalizedMedicineCoalition.org
