

**For Immediate Release**

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## **NOVEL BIOMARKER DISCOVERIES TO EXPAND *IN VITRO* DIAGNOSTICS MARKER FOR KEY THERAPEUTIC AREAS**

*Front Line Strategic Consulting Uses Proprietary Screening Model to Assess Potential Biomarkers for Applications in In Vitro Diagnostics*

July 2, 2003, San Mateo, Calif. — Biomarker discovery for *in vitro* diagnostic applications is growing in major disease areas such as cardiovascular disease, cancer, and other significant diseases that are poorly diagnosed. Coronary heart disease diagnostics tools such as Ischemia Technology's IMA and diaDexus's PLAC Test, are examples of this. In a report entitled ***Biomarkers: In Vitro Diagnostics Candidates Screening and Strategic Analysis***, analysts from Front Line Strategic Consulting, Inc., note that growing interest in preventive medicine and the advent of new technologies in proteomics and genomics will drive biomarker research and discovery in coming years.

Front Line's report includes an in-depth analysis of current biomarker development trends, case studies of *in vitro* diagnostics applications, and the identification of candidates likely to succeed in commercialization. Rationale behind the weighted criteria of Front Line's Biomarker Ranking System (FLBRS™) as well as the model's results, provide readers with a sound understanding of regulatory and market requirements for the successful commercialization of an *in vitro* diagnostic product.

Current issues involving biomarker development for the diagnostics market include the FDA's role in commercialization, the adoption rate of novel diagnostics, and the cost of such tests. Additionally, as the report notes, molecular diagnostic growth will

likely be coupled with increased patient awareness for preventive care and end-user demand for better diagnostics tools in clinical settings.

“A key to future successful *in vitro* diagnostic commercialization will be the ability of biomarker developers to forge partnerships with the FDA well before product launch; such relationships can greatly facilitate market entry and product positioning,” says Andrew Kim, analyst, Strategic Market Reports division at Front Line.

#### About Front Line

Headquartered in San Mateo, Calif., Front Line is a leader in strategic consulting and market analysis for the Life Sciences industries, offering strategic business intelligence through exclusive consulting engagements and comprehensive strategic market reports of key therapeutic and technology areas. Front Line was founded in 1992 and specializes in combining diligent research methodology with intelligent strategic planning for their pharmaceutical and biotechnology customers. [www.frontlinesmc.com](http://www.frontlinesmc.com)

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