

DIAGNOSTIC SURVEY RESULTS

DHR INTERNATIONAL UNCOVERS THE FUTURE OF LIFE SCIENCES: MOLECULAR DIAGNOSTICS & PHARMACOGENOMICS



MOLECULAR DIAGNOSTICS

Defined as all tests and methods to identify a disease or the predisposition for a disease by analyzing the DNA or RNA of an organism. Molecular diagnostic technologies offer the potential for moving from diagnostics to prognostics.



PHARMACOGENOMICS

The study of how an individual's genetic inheritance affects the body's response to drugs. Pharmacogenomics holds the promise that drugs might one day be tailor-made for individuals and adapted to a person's own genetic makeup.



In a recent survey conducted by DHR International, forty-seven percent of 147 diagnostic executives surveyed highlighted molecular diagnostics as the primary segment where their business will need to develop and/or acquire new technologies in order to diversify its offering. Further, when asked to identify the most exciting aspect relative to the future of the diagnostic industry, fifty-three percent responded with pharmacogenomics. Further survey results include:

PRODUCT DEVELOPMENT VIA ACQUISITION

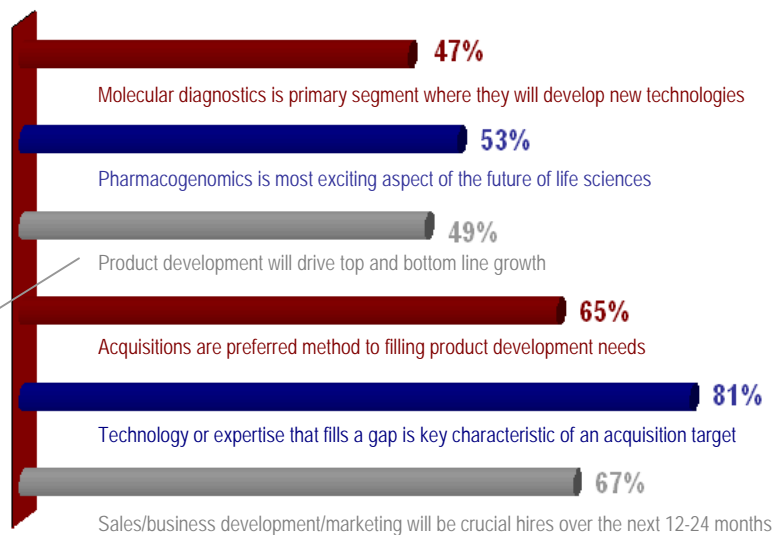
Recognizing that product development was a key issue in driving top and bottom line growth, sixty-five percent of survey respondents chose an acquisition to satisfy that need versus developing new products and technologies internally. According to John Baker, Executive Vice President & Life Sciences Practice Leader with DHR International, "It is no surprise that acquisitions are the preferred method for new product development. Consolidation in this industry has been the norm, and this trend continues as the majority of companies noted their interest in acquiring an company with technologies that filled a gap in their current portfolio or where the intellectual property would be an enhancement."

WANTED: TECH SAVVY SALES

Sixty-seven percent of executives surveyed felt that the sales and business development functions were critical hires in the success of an organization. Mr. Baker comments, "It will be important to couple scientific talent with business development roles to allow a life sciences organization to evaluate the most appropriate profitable growth scenarios. Sales needs will also be considerable, and will require diagnostic companies to find ways to re-train their current talent and/or hire more technically savvy individuals to properly represent and sell these new technologies."

DIAGNOSTIC EXECUTIVES SURVEYED SAID THAT...

83% of companies in the \$51-\$200 million revenue range cited "greater market share" as driving their top and bottom line growth.



JOHN L. BAKER serves as Executive Vice President & Global Practice Leader, Life Sciences with DHR International. With over 25 years of executive search experience and operating roles within the Life Sciences arena, Mr. Baker is well positioned to comment on trends across the industry landscape. He has focused his search practice in the Life Sciences Sector, with primary emphasis in Device, Diagnostic, Biotech, Pharmaceutical, eHealth, and Healthcare Technology. Prior to executive search, he held various divisional and corporate positions with companies such as Quest Diagnostics, Hewlett Packard Medical Products (nka Philips Medical Systems), and Beckman Coulter.

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