

One of the key strategic objectives of **The Precision Cancer Consortium (PCC)** is to increase awareness and patient access to comprehensive genomic testing in order to improve patient outcomes. To that end, the PCC launched a new initiative in 2024 to support this objective: ***Expanding adoption and driving global access to liquid biopsy (LBx)*** – to enable more patients to be treated with the right drug at the right time. In certain solid tumors, there is clinical evidence that LBx is a valuable tool that allows clinicians to implement precision medicine strategies when tissue samples are unavailable or insufficient. In this initiative the PCC has partnered with DeciBio, to gain meaningful insights into the barriers and opportunities to expand access and adoption of LBx in underserved patient populations.

Following an in-depth study in key markets, such as the US and Europe, that included interviews with key stakeholders across the patient journey, DeciBio developed a report that characterized the barriers and opportunities in LBx in key markets. The report identified strategies to support the PCC initiative of expanding adoption and access to LBx. Coinciding with ASCO 2024, members of the PCC liquid biopsy team and DeciBio participated in a workshop with clinical experts to ratify and prioritize the findings of the report. The strategies will be further reviewed, and recommendations made for tactical implementation. DeciBio and the PCC will focus on identifying actionable solutions that harness the PCC's unique capabilities, and foster collaborations to deliver sustainable impact that may help facilitate personalized treatment decisions for cancer patients.

The PCC looks forward to communicating progress of this endeavor to all healthcare stakeholders and patients.

About PCC

The Precision Cancer Consortium (PCC), a non-profit organization composed of pharmaceutical and biotechnology companies, is dedicated to fostering collaboration on issues and opportunities related to precision oncology with the goal of improving patient outcomes by increasing cancer patient access to comprehensive genomic testing, including next generation sequencing, and addressing major gaps in precision diagnostics availability. The PCC is composed of and funded by: AstraZeneca, Bayer, GSK, Johnson & Johnson, Lilly, Novartis, and Roche, at the time of writing.

For more information, visit the Precision Cancer Consortium website. [Precision Cancer Consortium](#)

About DeciBio

DeciBio Consulting (www.decibio.com) is a strategy consulting, market intelligence, and data analytics firm dedicated to accelerating innovation in precision medicine. DeciBio works with organizations across the precision medicine ecosystem and value chain, ranging from non-profits to startups to Fortune 500 companies, to provide the data and insights needed for critical business and strategy decisions. DeciBio offers market research and advisory services for growth planning, market and opportunity assessment, product and portfolio strategy, voice-of-customer feedback, technology assessment, and commercial due diligence.

For more information, visit the DeciBio website. www.decibio.com

END.

PCC-PCC-080

Date of preparation: July 2024