



# RESEARCH REPORT OCTOBER 2018



## Immuno-Oncology Diagnostics

*Nobel Prize Edition*

*The Race for Biomarkers*

Market Forecasts for Immuno-Oncology Diagnostics. With Executive and Consultant Guides and including Customized Forecasting and Analysis.

2019 to 2023



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## Introduction to the Nobel Prize Edition

Welcome to this special Nobel Prize Edition of Immuno-oncology Diagnostics. This report is designed to educate and inform readers of the potential of Immuno-oncology to transform the diagnosis and treatment of cancer. The report is written in plain English, it avoids technical jargon, and explains the potential, and potential pitfalls, of this exciting new area. Readers should gain an appreciation of the technology and many of the overlapping technical terms in current use. Readers will also gain an appreciation of the size and growth potential of the diagnostics market and the key role it will play in cancer treatment. While the report does put forward predictions, the reader is encouraged to read the report critically and make their own judgements.

This “new” area is well over a decade old but, with the Nobel Prize Award, has reached an important milestone. It signals the transition of immune-oncology from a limited role to a mainstream tool that is ready for frontline use. Diagnostics will play a leading role in the selection of all cancer treatments in the future. The race for biomarkers is on.

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