Biomarkers in Diagnostics & Therapeutics

Event Protocol's **Biomarkers in Diagnostics & Therapeutics**, a two day event on 24-25 January 2011 at Orchard Hotel, Singapore will scrutinize the promises of biomarker research upon integration into new drug discovery and development. The event aims to trigger informed clinical trials with improved design to increase its pace in the market. In addition, the co-development of biomarkers with molecular diagnostics will inevitably strengthen the field of companion diagnostics and catapult healthcare in the direction of personalized medicine.

Biomarkers, with their potential to influence decision-making in clinical trials to increase productivity and drug success rates, are highly nominated to become one of the major drivers in drug discovery and clinical development. Their status is further elevated with their promising applications in molecular diagnostics, where targeted therapeutics can be administered using biomarkers as disease signatures and gene markers to identify patient populations.

Values and applications of biomarker research in drug and clinical development, Biomarkers facilitate co-development of drug and molecular diagnostics, Challenges in biomarker assay development and validation, Technologies advancing biomarker R&D, Strategies adopted by pharmaceutical, diagnostics and biotechnology to improve drug success, Implications of using biomarkers as gene markers and disease signatures, Biomarker laying the foundation for personalized medicine are the key conference themes that will inform on the most up-to-date market trends, dynamics and technologies for competent planning and on novel strategies.

Providing opportunity to meet international experts who are stakeholders in the field of biomarker research coming from the pharmaceutical, diagnostics, biotechnology and clinical industries, the conference will have ample networking sessions for stimulating ideas and identifying business opportunities. Speakers from ABBOTT MOLECULAR, QUINTILES, LUNDBECK, QIAGEN, MSD, S*BIO, LILLY and FIND are among other the top regional experts at this international conference who promise a most enriching and empowering experience.