Trends in Biomarker Innovation

Noah Nasser
Disclosures

• Chief Commercial Officer  Human Longevity, Inc.
• Founder and Chief Executive Officer  9990 Genomics
• Venture Partner  FundRx
• Executive in Residence  The Univ. of Utah, TVC

• Consulting Agreements with
  • Partners’ Health Care
Agenda

• Biomarker Development
  • Idealized development path and evidence build
  • Case Study: CF DNA and NIPT

• Role of Academia in Biomarker Development Cycle

• Future Trends: Personalize Medicine

• Final thoughts: Utah as a Center for Innovation
Biomarker Development Flow

Biomarker Identification + Intended Use or Need + Context of Use

Is this an improvement over Status Quo?

Patient Benefits
Patient Risks

Validation Evidence
Clinical Evidence
Economic Evidence
Case Study: CF-DNA and NIPT

NIPT Market Growth (MM, USD) Overtime

- Clinical Validations
- Payor Adoption
- Average Risk Adoption
- Global Markets
- First Publications
- First Patents
- Commercial Launch
- HEOR Validations
- Commercial Validations

Years: 2002 to 2025
Personalized Medicine: Extending the Health Human Lifespan
Final Thoughts:
Utah & Biotechnology Entrepreneurship