

# 5 Key Takeaways from the 2018 +Dx Diagnostics Forum

April 2018

*On April 18, 2018, McDermott+ Consulting (McDermottPlus) hosted its fourth annual +Dx: Diagnostics Forum, a premier annual program for the laboratory diagnostics community. As in years past, speakers from the Administration, Congress, and business community spurred dynamic conversations on the current challenges and opportunities facing manufacturers, providers and other stakeholders in the laboratory diagnostics space.*

## Meeting Resources:

- Meeting program is available [here](#)
- [Presenter slides](#)
  - Dr. Randy Scott's [presentation slides](#)
  - Amanda Murphy's [presentation slides](#)



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At the outset Forum attendees were reminded of the unique role that diagnostics plays in healthcare. The data that emerge from the work of clinical laboratories supports numerous aspects of patient care and public health. This wide-ranging impact was reflected in the many topics and issues discussed during +Dx.

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Below are five key takeaways from the Forum.



**1. Legislation affecting the diagnostics community is coming.**

In her Forum remarks Congresswoman Diana DeGette (D-CO) discussed the Diagnostic Accuracy and Innovation Act (DAIA) that she is developing with Congressman Dr. Larry Bucshon (R-IN). While still in draft format, if passed, the legislation would regulate diagnostic tests and bring additional standards to the industry. The Congresswoman encouraged attendees to provide feedback to her office as the legislation is developed.



**2. Changes in the healthcare system have a significant impact on diagnostics companies.**

C-suite executives and industry stakeholders talked about the impact of changes in the healthcare industry from the potential CVS-Aetna merger, to transforming physician payment models. Forum speakers discussed their strategies for addressing consolidation in the future and for understanding how market forces affect their business models and strategies.

### 3. Direct-to-consumer marketing is the future and the future is now.

Several speakers discussed the role of the consumer in the future of the diagnostics industry. With the arrival of direct-access diagnostic testing as well as direct-to-consumer communications about professionally-ordered testing, the industry must consider how to engage and attract this market which is expected to grow due to an aging population and the prevalence of chronic disease. Discussions ranged from the importance of getting the right packaging at the point of sale to accessing consumers in new and creative ways. It was clear from the speakers that diagnostics companies are constantly assessing the consumer experience and adapting to meet consumer demands now and into the future.

### 4. Strong relationships between manufacturers and the federal government are critical for success.

Several panel discussions addressed the need for companies to develop and maintain a collaborative and open relationship with regulators. Speakers shared their experiences working with the federal government and how strong, collaborative relationships with federal regulators and legislators, including regular feedback loops, led to successful outcomes.

### 5. Sharing lessons learned from those who came before can strengthen your business strategy.

Finally, multiple speakers shared how the paths of companies who came to market before they did shaped or informed their own approach. Speakers stressed that learning from others in the space can be instructional, save time, and inform future strategies. The Forum provides a unique opportunity to do just that – to learn from those who have had success or faced challenges in the diagnostics space.

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**Diagnostics drive medical decision making. Key regulatory and reimbursement barriers must be considered to achieve the full potential of diagnostics.**

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We hope to see you at next year's fifth annual +Dx Diagnostics Forum.



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