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**Cancer Immunotherapy: Building on Initial Successes to Improve Clinical Outcomes**

This new report builds on our 2014 Insight Pharma Report, Cancer Immunotherapy: Immune Checkpoint Inhibitors, Cancer Vaccines, and Adoptive T-cell Therapies. In that report, we focused on the major classes of cancer immunotherapy drugs that were then emerging from academic and corporate research: immune checkpoint inhibitors, cancer vaccines, and adoptive T-cell therapies. This new report includes an updated discussion of approved and clinical stage agents in immuno-oncology, including recently-approved agents. It also addresses the means by which researchers and companies are attempting to build on prior achievements in immuno-oncology to improve outcomes for more patients.


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**Commercializing Novel IVDs: A Comprehensive Manual for Success**

The process of developing a successful in vitro diagnostic (IVD) relies on the expertise of a diverse group of individuals, including the scientists who identify the biomarkers of significance, engineers and assay developers who translate those ideas into a tangible product, and the sales and marketing staff who get the product into the market. This unique manual will provide an overview of the major components to IVD development, from product conception through commercialization, and important considerations about individual aspects of the process including:

- How do I approach the regulatory process?
- How can I plan for market access, and what can I do to make sure my IVD will be reimbursed?


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**Combination Antibody Therapy for Cancer Treatment Overview**

Recombinant antibodies have been the shining jewels in the firmament of the pharma industry for almost the last two decades. They have returned billions of dollars in sales, and if their performance has not been the unalloyed triumph that was foreseen at their inception, they have, at least in some instances, produced impressive gains in patient response. Today they are one of the most fundamental strategies for treating patients with hematological malignancies and solid tumors. This report explores the next level of therapy, combining antibodies with additional agents.

[InsightPharmaReports.com/Combination-Antibody-Therapy-Report](http://InsightPharmaReports.com/Combination-Antibody-Therapy-Report)

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**Patient Enrollment and Recruitment Market Study**

Insight Pharma Reports’ Patient Enrollment & Recruitment Market Study surveyed 100 clinical trial professionals on:

- Enrollment Challenges
- Mobile Technologies and BYOD
- Patient Engagement
- Technologies that Run Trials

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**Gene Therapy: Moving Toward Commercialization**

Insight Pharma Reports’ Gene Therapy: Moving Toward Commercialization*, outlines the progress of the gene therapy field since its inception in the 1970s, with a special focus on clinical-stage gene therapy programs that are aimed at commercialization, and the companies that are carrying out these programs. A major theme of this report is whether gene therapy can attain commercial success by the early-to-mid 2020s, which types of gene therapy programs have the greatest likelihood of success, and what hurdles might stand in the way of clinical and commercial success of leading gene therapy programs.

[InsightPharmaReports.com/Gene-Therapy-Report](http://InsightPharmaReports.com/Gene-Therapy-Report)
The Human Microbiome: Advancing New Frontiers in a Rapidly Emerging Market

This report focuses on biomedical aspects of research, development, and commercial endeavors in the human microbiome space. It includes essential background information, evolution of the field, advances in basic research, events in the emerging commercial market, deal activity, interviews with experts, and trends in microbiome research and commerce. Primary sources of information for this report include the scientific literature, discussions with experts, and an online survey of individuals working in this space.

InsightPharmaReports.com/Human-Microbiome-2016-Report

Marketing to Life Scientists: Second Edition

As marketers, we all have the same struggles – whether it is not being able to get our messages in front of our customers or prospects or not delivering enough leads to our sales team, we all share a common struggle – a marketer's job is not getting easier.

The Second Edition of the Marketing for Life Scientists: Best Practices Guide for Marketers is an informative tool for marketers that surveyed over 600 life scientists asking the questions that can marketers tailor their efforts more strategically towards their target market.

InsightPharmaReports.com/Marketing-To-Life-Scientists-2016

Biomanufacturing Capacity Strategies: Developing a Flexible, Scalable and Lean Biomanufacturing System

This report focuses on the need for a more reactive and dynamic biomanufacturing approach than is the current industry standard.

InsightPharmaReports.com/Biomanufacturing-Capacity-Strategies-Report

Liquid Biopsy: An Emerging Market for Radically Improved Cancer Management

This report explores the background, history and basic research of liquid biopsy covering the three sample categories that dominate liquid biopsy today: circulating tumor cells (CTCs), circulating tumor DNA (ctDNA), and extracellular vesicles (EVs, also known as exosomes). This report also details the commercial aspects, market dynamics, and trends of liquid biopsy.

InsightPharmaReports.com/liquid-biopsy-report

Marketing to Life Scientists: A Best Practice Guide for Marketers

Over 500 active life scientists across Biotech, Pharma, Academic, Healthcare, Hospital, Government and CRO industries answer questions and provide insight to marketers. The report is laid out with commentary, analysis and striking visuals divided into key categories, including: Technology and Mobile, Outbound Marketing, Email Marketing, Telemarketing, Direct Mail Marketing, Social Media, Content Marketing, Advertising Mediums, Tradeshows and Other Media.

InsightPharmaReports.com/marketing-to-life-scientists-guide

The Human Microbiome: Biomedical Implications and Birth of a Market

This report covers the evolution of microbiome research and its growth in the commercial market. Specific areas of study include microbial ecology, systems biology, diet, diagnostics, contributions in health and disease, and infectious disease.

InsightPharmaReports.com/human-microbiome-report
Cancer Immunotherapy: Immune Checkpoint Inhibitors, Cancer Vaccines, and Adoptive T-cell Therapies

This report focuses on the rising potential for the newest and most promising of cancer treatments: cancer immunotherapy. It will cover the following principle therapies: checkpoint inhibitors, anticancer vaccines, and adoptive cellular immunotherapy.

InsightPharmaReports.com/cancer-immunotherapy-report

Biomarkers: Discovery and Development for a Diagnostic Approach to Neurodegenerative Disorders

Including substantial background information, illustrated with graphics and figures, this report captures market growth of biomarkers, advantages, disadvantages, and validation techniques.

InsightPharmaReports.com/neurobiomarkers-and-diagnostics/report

Antibiotic Renaissance: Technology and Market Advances in the War against Drug-resistant Bacteria

This report covers evolutionary growth of antibiotic resistant bacteria with a focus in research aspects, commercial aspects, market aspects, and trends in antibiotic resistance.

InsightPharmaReports.com/drug-resistant-bacteria/

Vaccines: The End of Illness

This report focuses on the most recent vaccine research, emphasizing their reputation as an unmatched tool of efficient healthcare. Their low cost, extended protection and the impossibility of their circumvention through development of resistance on the part of the target pathogen have been longstanding attributes of vaccines. Today, vaccine technology is undergoing a fundamental revolution, taking advantage of the profound understanding of the immune system and its ability to mount protective antibody production and cell-based responses to foreign antigens. Understanding these properties will not only enable the development of innovative diagnostics but also the advancement of therapeutic applications.

InsightPharmaReports.com/vaccines-endofillness

Digital Pathology Insights: Imaging Technologies, Expert Perspectives, Standardization, and Current Outlooks

This report delves into the rapidly evolving field of digital pathology, briefly reviewing the underlying scientific and technological concepts and providing an insightful perspective on various factors thought to be of significance to the development and future of this space.

InsightPharmaReports.com/digitalpathology

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