



# INNOVATIVE DIAGNOSTICS SAVE CANCER PATIENTS' LIVES



## CANCER PATIENTS NEED A TIMELY DIAGNOSIS

so they can  
begin life-saving  
treatment promptly. ▶



## INSURERS SOMETIMES TRY TO SAVE COSTS

by limiting  
the quantity or type  
of tumor biopsy  
they'll cover.

## WHEN INSURERS DENY COVERAGE

for cancer diagnostics, patients must choose:



Try to shoulder high  
out-of-pocket costs

OR



Forego effective  
treatment

Each new instance of  
cancer may require  
genomic testing,

**putting patients  
in the same  
frustrating  
situation.** ▶



**Patient-centered  
cancer care** requires  
timely, comprehensive  
access to diagnostics.