The Right Test Case Study:
Industry-Led Biomarker Testing Model

Sponsored Testing Programs to Expand Access to Comprehensive Biomarker Testing
Lilly

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This case study focuses on ensuring patients receive the right test for their type of lung cancer.

Challenge
- In NSCLC, patients still received single-gene tests (SGTs), resulting in a missed opportunity to identify guideline recommended biomarkers.
- Perceived cost and reimbursement gaps were significant, particularly in underserved or rural areas.
- Workflow disruption and limited provider genomic training hindered adoption of NGS testing.

Solution
- Sponsored testing programs via collaborations with labs such as NeoGenomics and LabCorp, both who offer both SGT and Comprehensive Genomic Profiling (CGP).
- Providers were educated on the value of CGP and testing was financially supported to offer HCP's the opportunity to switch from single-gene testing to CGP that was inclusive of all guideline directed biomarkers, demonstrating that this change is both feasible and necessary.
- The Lilly Lung Cancer NGS Program aimed to expand access to comprehensive genomic profiling (CGP) in underserved regions, while also delivering education and fostering advocacy partnerships.
- Overall, approximately 2,000 CGP tests were supported for patients facing access barriers through the various testing programs.
- The programs brought together pharma, lab partners, clinicians, and advocacy groups to expand access comprehensively.

Outcomes
- Providers maintained CGP adoption even after program completion.
- Results from NeoGenomics STP: 42% drop in single-gene testing amongst NeoGenomics customers using SGT, ~740 patients received CGP.
- Results from LabCorp STP: 70% drop in single-gene testing amongst Labcorp customers using SGT, 899 patients transitioned to CGP.
- The Lilly Lung Cancer NGS Program Expanded CGP access for 300+ patients, identifying actionable biomarkers in aNSCLC patients.
- Overall, increased biomarker detection enabled access to targeted therapies and clinical trials.

Key Learnings
- Education paired with financial support is essential for adoption.
- Workflow integration is crucial for sustainable implementation.
- Coverage gaps drive program uptake and need strategic planning.
- Assays must cover all actionable biomarkers.
- Sustaining such programs requires multi-million-dollar investments; consortium-based approaches may enhance scalability.
- Collaborating with the right partners was critical to delivering CGP to patients in need.

Replication Tip
- Design testing programs that go beyond a single biomarker. Future efforts should be broad, guideline-concordant, and ideally advanced through consortium approaches to benefit all patients.
- The programs that were developed were separate and distinct from the Lilly commercial organization, and no information about the programs was shared internally.

> "One of the biggest lessons is that you can move providers from single-gene testing to broader panels — this program showed it's not only necessary, it's possible."

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