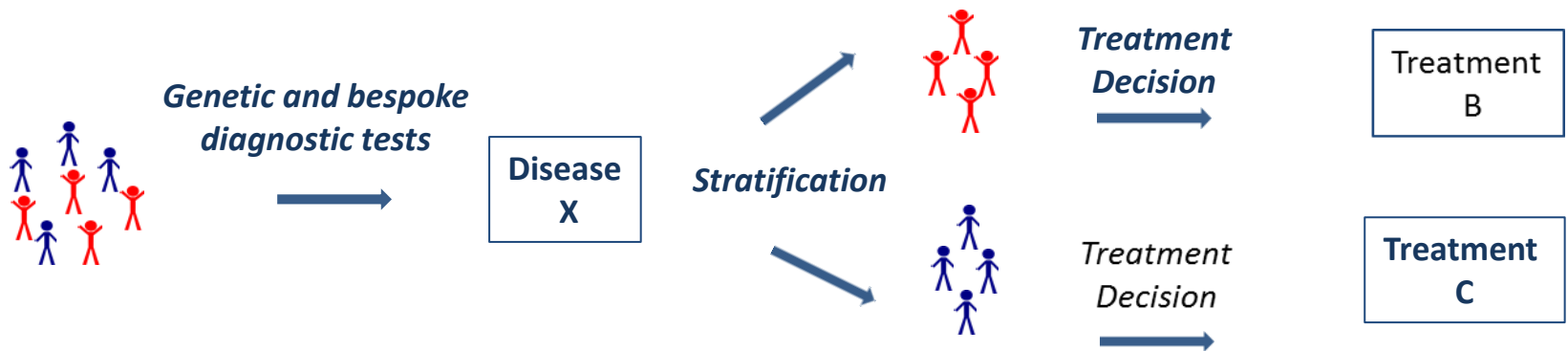


Figure 1

Traditional approach to patient treatment



Stratified medicine approach



Key requirements

- Explicit definition of subgroups
- Robust measures of treatment response (efficacy)
- Clear difference between subgroup responses

Advantages of stratification

- Improved treatment earlier
- Less waste