



April 18, 2018

Attn:  
Beth Galetti, Amazon  
Marvelle Sullivan Berchtold, J.P. Morgan Chase  
Todd Combs, Berkshire Hathaway

Via email to:  
[Healthcareinquiries@amazon.com](mailto:Healthcareinquiries@amazon.com)  
[healthcare.partnership@jpmorgan.com](mailto:healthcare.partnership@jpmorgan.com)

Via Mail to:  
Berkshire Hathaway  
3555 Farnam St., Omaha, NE 68131

**Re: Promoting Value in Joint Healthcare Venture**

Dear Ms. Galetti, Mr. Combs, and Ms. Sullivan Berchtold:

On behalf of the members of [AdvaMedDx](#) – the world’s largest trade association for medical diagnostics manufacturers – we are writing to convey our strong interest and enthusiasm for the developing health care joint venture of Amazon, Berkshire Hathaway, and JPMorgan. Leveraging technology solutions will be essential to pursuit of your stated goals of improving health care satisfaction among your employees and their families while reducing costs, and we believe appropriate and timely use of innovative diagnostic tests and other technologies made by AdvaMedDx member companies could significantly enhance your endeavor to seek greater value in the purchasing and delivery of health care.

AdvaMedDx – operating as a division of [AdvaMed](#) (the Advanced Medical Technology Association) – advocates to promote the value of diagnostic tests for better health and better care. Innovative medical diagnostics tests and technologies facilitate evidence-based medicine, enable early detection of disease, enhance patient health and health care, advance public health and, often reduce health care costs in the United States and abroad.

Medical diagnostics are at the forefront of medical innovation, yet often are the least expensive component of the health care pathway. They influence every aspect of health care decision-making, providing critical insights at all stages of care – including prevention, detection, diagnosis, treatment, and health management. Such innovative tests are performed in laboratories, in the hospital, at the patient’s bedside, in doctor’s offices and clinics, in triage settings, and even in the home.

Individual patients and their families benefit from the appropriate and timely use of innovative diagnostics to ensure the earliest possible detection of illness or disease, help determine the root cause, and inform appropriate treatment.

The broader public health benefits of advanced diagnostics are countless, but consider for a moment the specific case of antibiotic-resistant bacteria, or “superbugs.” The strategic use of diagnostics – as part of an antibiotic stewardship protocol to determine if an antibiotic should be used to treat a patient with an infection, and if so, which antibiotic – reduces the

inappropriate use of antibiotics that has contributed to the burgeoning crisis of antimicrobial resistance.

Many of AdvaMedDx's member companies are engaging in innovative value-based contracts with large, integrated health care delivery systems, governments, and other stakeholders, to help leverage the extraordinary value of the complete range of diagnostic tests and technologies.

AdvaMedDx recently launched a Strategic Value Initiative to assist these and other efforts, and to demonstrate how diagnostic tests are fundamental to value-based paradigms for patients, employers, providers, payers, and other stakeholders. We believe this effort could be helpful as you begin your new partnership.

The AdvaMedDx Strategic Value Initiative and related [Diagnostics Value Assessment Framework](#) are designed to allow for successful communication of the full breadth of expected impacts offered by diagnostic tests and technologies while taking into account the demands of the changing health care ecosystem. Value assessments using this framework reflect both quantitative and qualitative metrics of value, in a patient-centered approach that also accounts for varied priorities of multiple stakeholders. The key value drivers central to such assessments are clinical impacts; non-clinical patient impacts (such as rapid results, avoidance of more invasive tests, reduced visits to health care providers); care delivery revenue and cost impacts; and public/population impacts.

We have enclosed a copy of the [AdvaMedDx Value Assessment Framework report](#), which includes detailed case studies illuminating the broad value to patients and the health care ecosystem of three innovative diagnostics tests. Further, we recommend you consider visiting our [Medical Technology: Life Changing Innovation](#) website, which includes data and policy-driven fact sheets that further illuminate the value of [diagnostics](#).

We would be pleased to discuss in detail how fostering a culture of appropriate and timely use of diagnostics can improve the health and health care of your employees and their families, while generating value for the health care ecosystem.

Sincerely,



Susan Van Meter  
Executive Director, AdvaMedDx



Douglas Bryant  
President & CEO, Quidel Corporation  
Chairman, AdvaMedDx

Cc: James Carney, Senior Vice President Corporate Affairs, Amazon