

# CASE STUDY

## DRIVING STRATEGIC DIAGNOSTIC PLANNING FOR A TARGETED THERAPY IN GENDER-SPECIFIC CANCER



### THE CHALLENGE

A top 10 global pharmaceutical company was preparing to launch a precision therapy for a gender-specific cancer, built around an actionable biomarker with the potential to transform patient outcomes. Although the clinical utility and relevance of the biomarker was well established within this cancer type, the opportunity lay in broadening awareness beyond its more familiar components to encompass the full spectrum of relevant genetic alterations essential for therapy eligibility.

### KEY ISSUES

- Assumed consistency in biomarker testing masked significant variability across global healthcare systems, revealing gaps in readiness for this specific cancer
- Limited visibility into diagnostic readiness in priority markets beyond the already established components of the biomarker
- While the global strategy provided a strong foundation, its local application required more adaptable, region-specific tactics to drive testing uptake effectively.

### OUR APPROACH

#### APPROACH

Diaceutics partnered with the company to deliver a multi-phase diagnostic enablement strategy. This began with a U.S. focused 6A™ Strategic Landscape analysis, leveraging real-world data and expert insights to map current testing practices and identify key barriers. A strategic playbook was developed to guide internal teams in executing targeted patient identification initiatives.

Building on this foundation, the strategy was expanded to key EU and APAC markets, enabling global diagnostic planning tailored to local needs. Diaceutics facilitated cross-functional workshops to align implementation tactics and supported ongoing collaboration through educational programs, physician segmentation, and clinical trial planning.

#### IMPACT

Diaceutics 6A™ Strategic Landscape uncovered critical gaps in biomarker testing across global markets and enabled the client to implement targeted solutions that improved internal coordination, testing awareness, and diagnostic readiness.

## AWARENESS, AVAILABILITY, & ACCESS

IDENTIFIED AS THREE CRITICAL  
DIAGNOSTIC BARRIERS AND  
PROACTIVELY ADDRESSED AS PART  
OF THE GLOBAL LAUNCH STRATEGY.

## DOUBLED AWARENESS AMONG KEY PHYSICIAN GROUPS

THROUGH TARGETED ENGAGEMENT  
ACHIEVING EMAIL OPEN RATES >30%

**(2X ABOVE INDUSTRY  
BENCHMARKS)**



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### **ABOUT DIACEUTICS**

At Diaceutics, we believe that every patient should have access to the right treatment at the right time and are committed to solving commercialization challenges. For 20 years, Diaceutics has specialized in delivering precision medicine and diagnostic solutions to the world's top pharma and biotechs.

### **TESTIMONIAL**

"Diaceutics demonstrated deep expertise in diagnostic strategy and commercialization. They provided country-level clarity, including reimbursement insights, which added valuable depth to our planning. The collaboration was seamless and fast-moving, with highly interactive and responsive delivery across our regional teams. Among the vendors we work with, Diaceutics stands out for their strategic focus, diagnostic expertise, and quality of execution."

GLOBAL MARKETING DIRECTOR  
FROM TOP 10 GLOBAL PHARMA

**NAVIGATE COMPLEXITY,  
ACCELERATE ADOPTION,  
& DRIVE SUSTAINED GROWTH**

Connect with us today to unlock  
your therapy's full potential

