

The background of the slide is a dark blue overlay on a photograph of a modern building with large windows and a glass entrance. The Diaceutics logo is in the top left, and the title 'Candidate Information Pack' is in the center. The tagline 'Commercial Director – Engagement Solutions' is below the title. The footer contains copyright and permission information.

# Diaceutics

Better Testing, Better Treatment®

# Candidate Information Pack

Commercial Director – Engagement Solutions

# Diaceutics' Culture



The Diaceutics community is **Empowered** to explore new ideas and paths, and to develop new solutions for our pharma clients and lab partners. By applying **Foresight**, innovative and entrepreneurial skills we can lead at the forefront of Precision Medicine. **Fun** is what makes life working at Diaceutics so special as it is the fuel of what we do, both internally and externally. Special care for **Empathy** allows us to create an open environment for working together, being listened to and understood, even when working remotely. **Communication** has a special place at Diaceutics, being key across all our interactions, where we assume positive intent which leads to widespread **Trust** across our community.





Every patient gets the  
**opportunity** to receive  
the right test and the  
right treatment to  
**positively benefit** their  
disease outcome

## Diaceutics' Purpose

At Diaceutics, we have a business aligned to a compelling cause. Our purpose is the North Star for our strategic direction. It guides growth, keeping us focused on the impact on the patient.

We know that a core purpose is important to the engagement, motivation and happiness of our employees. We know because our employees tell us.

Our customers are impacted positively by our purpose because increasing numbers of patients are being monitored who are receiving the right test and ultimately the right therapy.

Soon, we will know how many patients are being converted from their diagnostic phase into a treatment regimen which is right for their disease and their genetic make-up. Our purpose also resonates with our shareholders who want to know what we stand for and how this purpose will drive scale in our business results.

# What do we do?

We are an end-to-end service provider occupying the space between pharma clients and testing labs. We say we are an inch wide and a mile deep as we occupy a very niche space. We enable pharma companies to understand the diagnostic landscape and help them leverage this information to launch their therapy (i.e., Precision medicine, also known as personalized medicine or targeted therapies, but we call it precision medicine).

We engage with:

Pharma

Labs

Diagnostic Companies

Peter Keeling (Founder) – [An Introduction to Diagnostics](#)

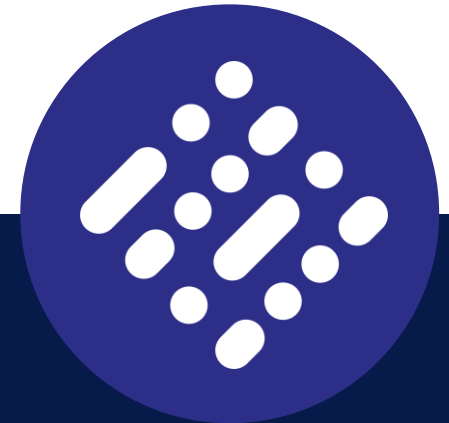
## DXRX – The Diagnostic Network®

Our purpose is enabled by DXRX - the world's first diagnostic commercialization platform for precision medicine, integrating multiple pipelines of real-world diagnostic testing data from a global network of labs. It provides partnering opportunities in a vibrant marketplace where labs, pharma and diagnostic companies come to collaborate on biomarker launches in a standardized way.

Learn More:

[Introducing DXRX - The Diagnostic Network® for Precision Medicine](#)

[DXRX Data Solutions | Diagnostics](#)





# How do we **help pharma find patients?**



**Diaceutics**  
Better Testing, Better Treatment®

## Helping pharma find patients

Corporate Overview – February 2024

Ryan Keeling | Chief Executive Officer | [ryan.keeling@diaceutics.com](mailto:ryan.keeling@diaceutics.com)

Nick Roberts | Chief Financial Officer | [nick.roberts@diaceutics.com](mailto:nick.roberts@diaceutics.com)

Have a look at our most recent  
**Corporate Overview** to find out



# Our Solutions

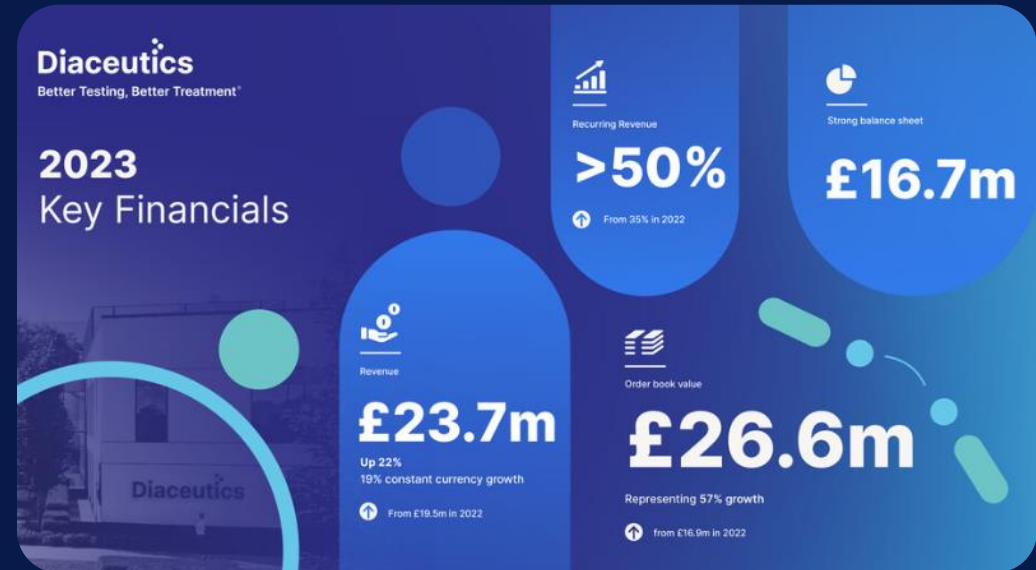
## 1. Insight & Engagement Solutions

- [DXRX Lab Segmentation](#)
- [DXRX Physician Segmentation](#)
- [DXRX Signal](#)
- [DXRX Disease Testing Rate Tracker](#)
- [DXRX Patient Testing Journey](#)

## 2. [Scientific & Advisory Services](#)

At Diaceutics we are committed to making a difference in the precision medicine industry by collaborating with all key stakeholders and delivering the promise of better testing, and better treatment to patients. Take a look at our recent campaign highlighting the Clinical Practice Gaps denying patients access to treatment below.

[Be part of the change #KnowTestingNow](#)



[So how are we doing?](#)



# Insight & Engagement Solutions – what we do:

Insight solutions – utilizing best-in-class data and PM expertise to derive meaningful insight to impact patient lives.

The Insight Solution division is responsible for analytics, program delivery and insights creation to enable our pharmaceutical and biotech clients to

- Utilize best-in-class claims data with ML and AI to unpick patients' diagnostic journeys, uncovering gaps in clinical practice that can be overcome by pharma
- Utilize the largest database of RWD direct from labs providing near real-time data to enable precision targeting of physicians, driving the digital transformation of healthcare
- Be at the cutting edge of commercializing precision medicines engaging with a majority of the top 20 pharmaceutical companies

Insight Solutions liaise closely with data science, product, and engineering to produce highly differentiated analytics. Diaceutics database is renowned in the industry, coupled with data science capabilities and expertise in precision medicine resulting in an unparalleled ability to pinpoint suboptimal testing practices

The DXRX platform continues to transform Diaceutics business model, with on-platform analytics software, driving scalability and customer delight.

Diaceutics global dataset enables patient impact in the USA, EU4+UK, Japan, and China.

**Data**



**Sorted**



**Arranged**



**Presented visually**



**Explained with a story**



**Actionable (useful)**



# What's in it for you?



## Life Cover

Annual leave increase with tenure

Share Incentive Plan

Flex Day Programme

Group Income Protection

Private Medical Insurance including Vision and Dental\*

Hybrid Working (NI Based) - Remote working outside of NI



## Committed to ESG / CSR Agenda

FUN – All Company meeting, social activities and much more

Robust Performance Management Framework & Individual Development Plan (Annual Salary Reviews)

Commitment to Learning and Development

Robust Residential Onboarding

AMAZING Culture

Pension\*



## Employee Recognition Platform

Employee Assistance Programme (EAP)

Staff Referral Scheme

Bonus Scheme

Engaged Team: Diaceutics has an engagement score of 82% - as per Qualtrics

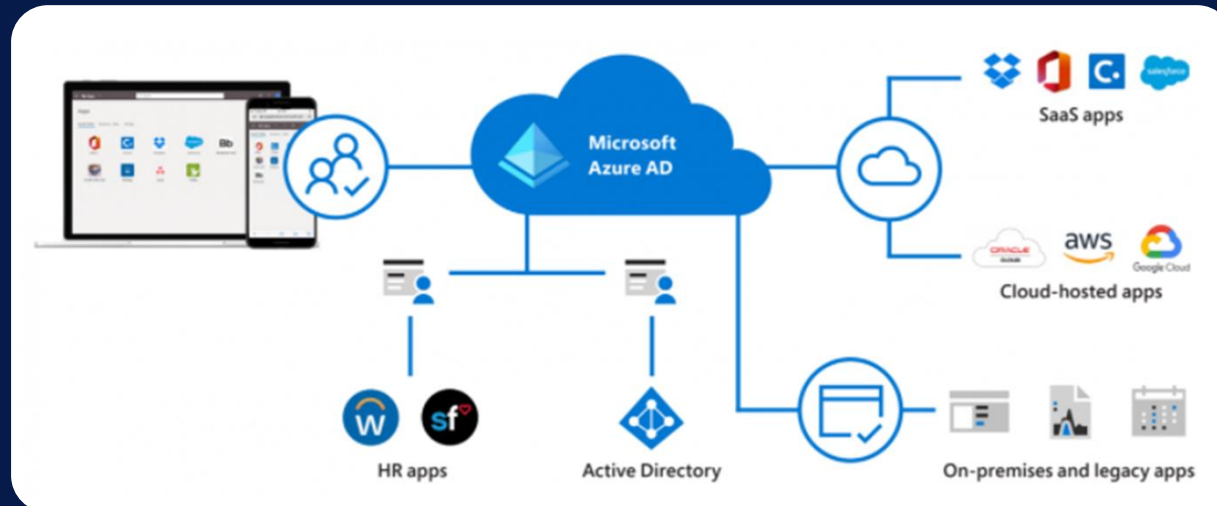
\*country dependent



# IT & Cyber Security

**Microsoft 365 in Diaceutics** – integrated cloud platform with productivity and collaboration apps like Microsoft Teams along with intelligent cloud services and world-class security.

- A common identity and sign-in security infrastructure using Azure AD
- Integrated local and cloud apps for search, collaboration, productivity, and compliance.
- Comprehensive and integrated security for hardware, browser, local apps, and cloud apps.
- A common infrastructure for IT management of installs and updates, and policies using Microsoft Endpoint Manager



# Diaceutics Data Repository



**Claims Data: CMS & Commercial**  
Insights: Testing, treatment, physician, lab and re-imbursement behaviours



**EHR Data: Encounters**  
Insights: In depth physician notes, good for validation



**Diagnostic Profiling Meta Data**  
Insights: Lab capabilities

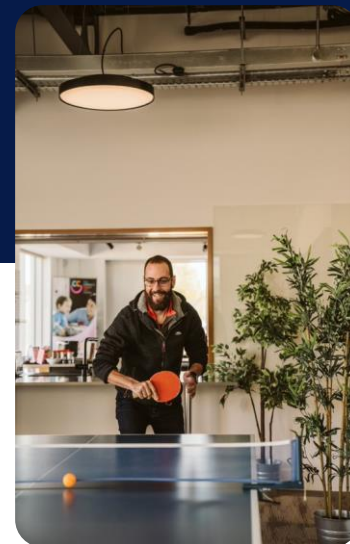


**Lab Result Data**  
Insights: Test results, genomic profiles



**Pharmacy Data**  
Insights: Deeper insight to drugs patients received (more specific than claims)

# Living Our Values – Our Diaceutics Community





# Find Out More About Our Team on [LinkedIn](#)...



## Residential Onboarding Programme

*"Credit to Diaceutics for delivering such high calibre onboarding - thank you!"*

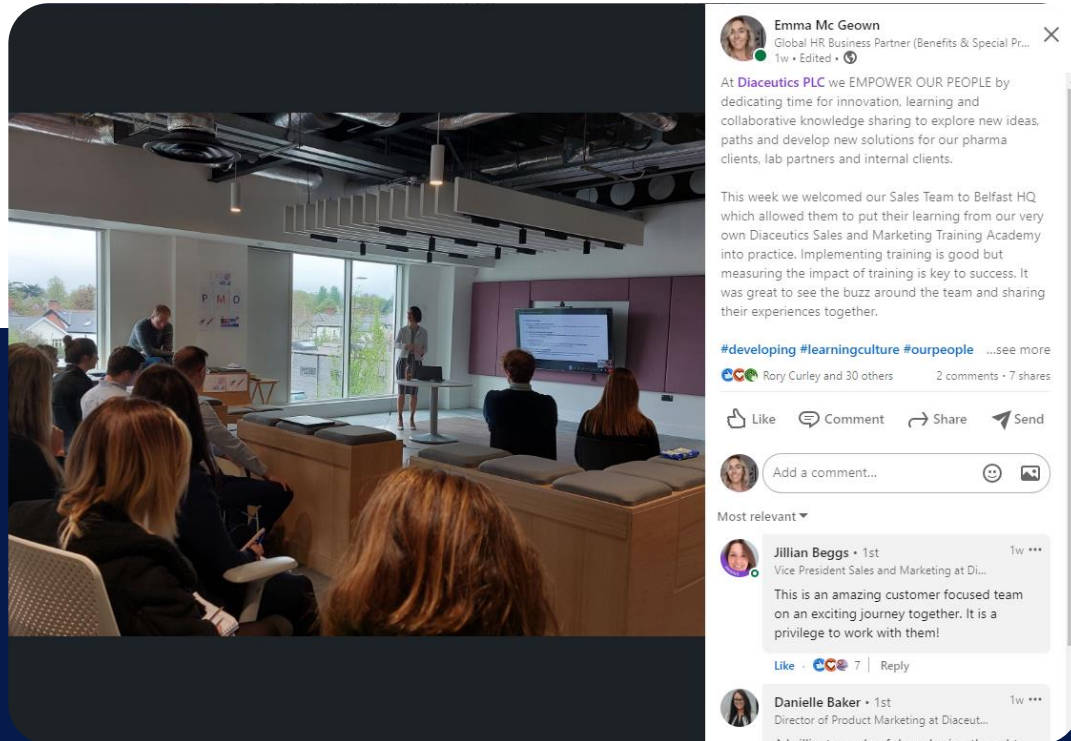
*"Great experience. Loads of information given and every one person was very welcoming."*

*"Beneficial and important to everyday life in Diaceutics."*

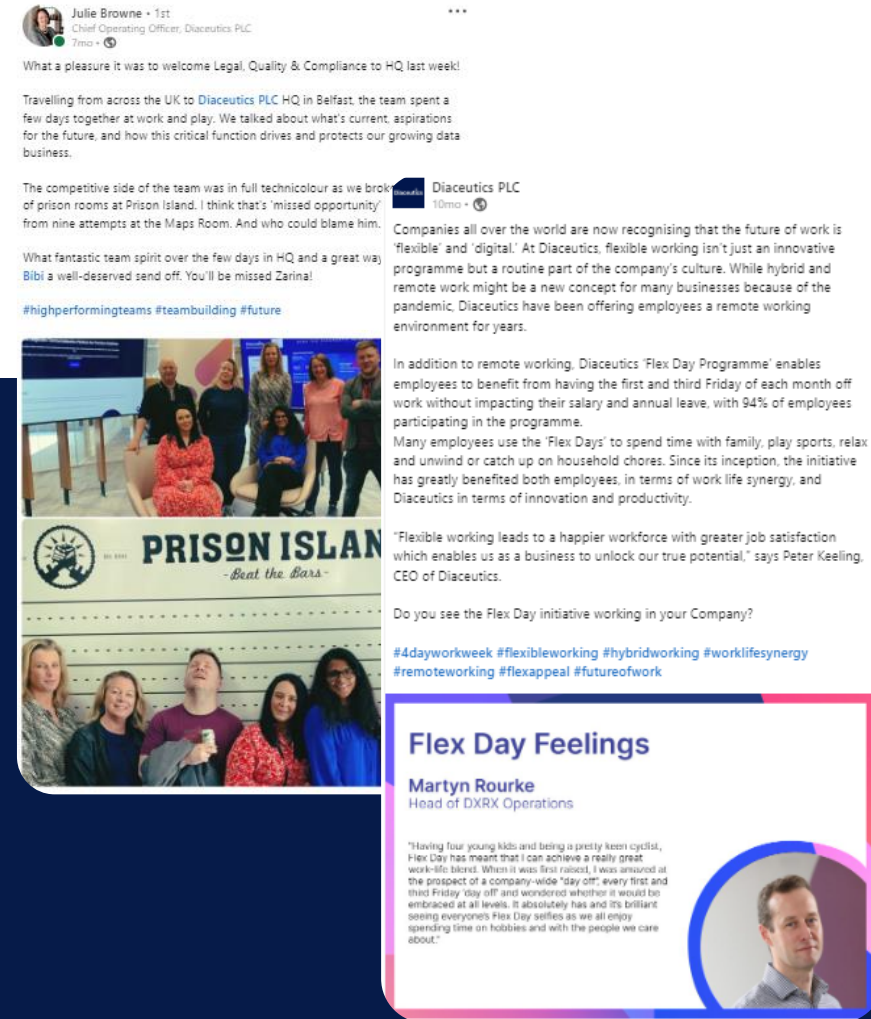
*"A very well thought through and the most comprehensive Onboarding I have ever experienced. Good starting point to get to know the business."*



# Find Out More About Our Team on LinkedIn...



## Diaceutics Fly Higher Training Academies – Sales Training





# Commercial Director



## Position Summary:

The role holder will drive sales and contribute to the strategy for existing and future Engagement Solutions (ES) products, working closely with the KAM team as a solution owner within the ES department and the Marketing Team in developing product marketing for internal and external promotion of ES products.

The role holder will have to interface with clients and support client deliverables and client delight.

This role is multifaceted and requires strategic thinking and planning as well as tactical execution. The role will require cross functional leadership to drive internal awareness and excitement about engagement solutions market potential and be able to formulate and articulate the strategy allowing diaceutics to capitalize on this opportunity.

The individual will be highly skilled in identifying the needs and requirements of pharmaceutical clients and respond to these with Diaceutics ES solutions, as well as full suite of Diaceutics precision medicine commercialization solutions.

The role holder is expected to communicate the progress of all initiatives effectively while being a self-starter and motivated individual.

## Duties and Responsibilities:

1. Achieve ES department revenue targets through pro-active technical pre-sales support and client/partner meetings.
2. Contribute and shape the ES products strategy.
3. Sales development of existing and future ES products.
4. Shape sales proposals, SOWs, and client presentations.
5. Maintain a thorough appreciation of Diaceutics clients' business and strategies and propose solutions to add value for both current and future requirements.
6. Be the point of contact for the KAM Team with the ES Department.
7. Work closely with the Marketing Team to ensure delivery of good internal and external marketing material supportive of ES products and strategy.
8. Be the point of contact for Diaceutics partners inside the ES Department, ensuring strong partner relations that reflect on customer satisfaction.
9. Work closely with the KAM Team to create compelling proposals that increase Diaceutics win rate.
10. Review and sign off client proposals to ensure a high-quality delivery and customer success.
11. Support the KAM Team in the pricing of client proposals, ensuring margin targets are met.
12. Participate in client engagements to define project requirements, understand clients' pain points and match to Diaceutics ES solutions.
13. Work in synergy with the other departments ensuring a smooth handover of projects
14. Drive active engagement and utilisation of the DXRX platform directly with clients and partners.
15. Promote partners' and clients' confidence in the Company and self as a professional and competent supplier of healthcare services.
16. Lead the collation and pro-actively gather client feedback on products ensuring the insights are integrated into product and marketing plans.
17. Lead Diaceutics partnership engagements, delivering all phases.
18. Ideate and work with cross-functional teams to deliver continuous value of our network to ensure high rate of interaction and engagement with DXRX.