DXRX Signal

Identify brand eligible patients in real-time

DXRX Signal delivers an actionable alert of a testing behavior, allowing you to engage a physician during the treatment decision timeframe and maximize the effectiveness of your brand's sales and marketing activities.

Receiving accurate and actionable daily alerts means the right message, is delivered to the right physician, at the optimum time, ensuring more patients receive the treatment they deserve.

The DXRX Signal journey

Daily data data received from the DXRX Network. A network built utilizing the largest precision medicine- focused lab infrastructure within the USA

Deductive Diagnostic Pathways (DDPs)® and Diaceutics lab Language model (LLM) is used to derive insights enabling deeper analysis

Receive alerts identifying potentially eligible patients at the earliest point in their journey from biomarker and diagnostic testing

Target HCPs via omnichannel marketing with **Physician Engage**

The Situation

A pharma client needed to locate patients with a specific lung cancer mutation so they could smart- target physician and sales rep interactions.

The Challenge

Due to the rarity of certain biomarkers, the identification of eligible patients is challenging. It was critical for the client to maximize the impact of its therapy within the US and accelerate trajectory to peak therapy sales.

The Diaceutics Solution

DXRX Signal was used, leveraging real-world data from DXRX - The Diagnostic Network® to facilitate the rapid identification of potentially eligible patients carrying the specific lung cancer mutation.
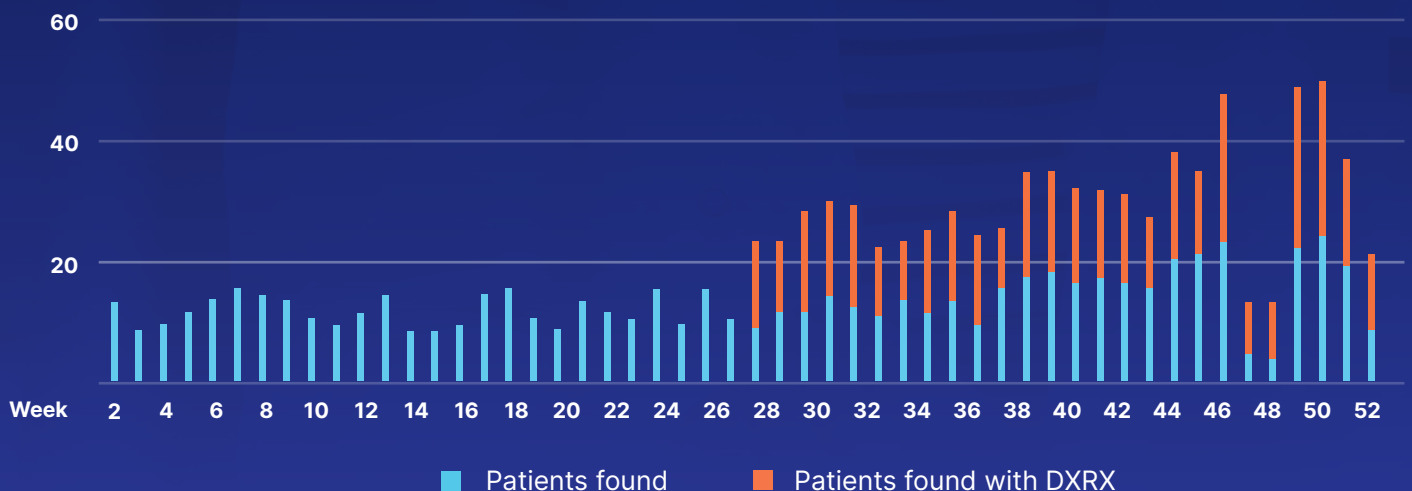
The Results

The average sales revenue generated by the client's therapy in the US was ~$220k per patient. The anticipated return on investment for DXRX Signal was $350 for every $1.

Patient lead generation 2023

■ Patients found   ■ Patients found with DXRX

DXRX Signal daily alerts process

Monday
Lab sends data to Diaceutics up to current day

Tuesday
Diaceutics processes data and performs verification

Disease areas covered

- ✓ Oncology
- ✓ Rare diseases
- ✓ Autoimmune
- ✓ Cardiovascular
- ✓ Infectious diseases

About Diaceutics

We provide the world's leading pharma and biotech companies, with an end-to-end commercialization solution, for the launch of precision medicine through our range of data analytics, scientific and advisory services, enabled by our platform
DXRX - The Diagnostic Network®.

Our global patient record repository has increased to over **600 million** across key markets globally

Trusted by **ALL** of the world's top pharma companies with experience working on **over 600** projects within precision medicine

We have **over 500 labs** in our DXRX Lab Network

Data enriched by **over 150 disease diagnostic pathways**

Diaceutics services supported over **100 experts**

Talk to our team today

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Optimize therapy adoption
with DXRX Signal