



**DXRX**  
The Diagnostic Network®

by

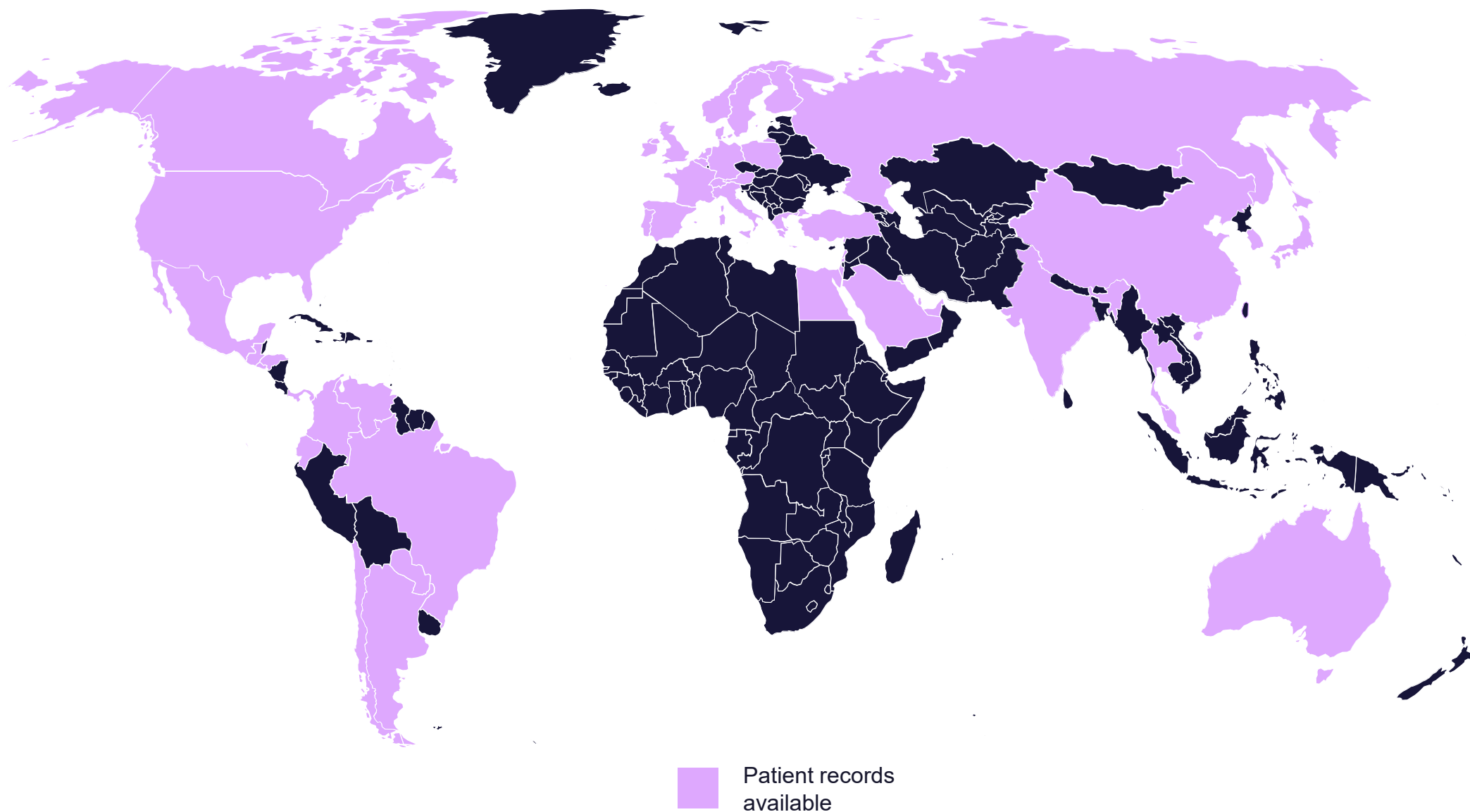
**Diaceutics**  
Better Testing, Better Treatment

# DXRX Data Solutions

Unrivalled access to the world's largest repository of diagnostic testing data on one secure platform

# DXRX - The Diagnostic Network® enabling access to 365 million patient records in 53 countries

Geographic area			
Argentina	Finland	Malaysia	South Korea
Australia	France	Mexico	Spain
Austria	Germany	Netherlands	Sweden
Bahrain	Greece	Nicaragua	Switzerland
Belgium	Guatemala	Norway	Taiwan
Brazil	Honduras	Panama	Thailand
Canada	Hong Kong	Paraguay	Turkey
Chile	India	Peru	United Arab Emirates
China	Ireland	Poland	United Kingdom
Colombia	Israel	Portugal	United States
Denmark	Italy	Qatar	Venezuela
Ecuador	Japan	Russia	
Egypt	Kuwait	Saudi Arabia	
El Salvador	Lebanon	Singapore	



## Features



**365 million**  
de-identified  
patient records



**53**  
countries



**9,500**  
payors globally



**4.7 years'**  
longitudinal history



**Combined Coverage**  
from academic, community  
& reference labs



**Largest**  
Laboratory dataset  
in US market



**12,717 labs**  
Showing disease  
volumes



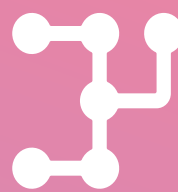
Data available from  
**2011**

## Benefits



### Broader coverage

Access to 365 million de-identified patient testing records in 53 countries



### Deeper analysis

Expert data labelling and standardization of every diagnostic event enabling deeper insights earlier in the diagnostic journey



### Integrated Access

Instantly access digital data tools and out of the box visualizations for all of your projects on one secure platform

## Optimize your sales operations through sophisticated analysis of physician testing behaviour

- Find out which physicians are ordering your test and which labs they are ordering from
- Better segmentation of physicians enabling more precise targeting informed by weekly data feeds
- Find and target new and potential prescribers for your therapy
- Gain greater physician insights through combined lab and medical claims data
- Precisely track testing rate at a physician level to identify optimal opportunities for intervention

## Gain a better understanding of your patient's diagnostic journey from diagnosis to treatment decision

- Understand the entire diagnostic journey for your patients even as they move from lab to lab
  - Testing events
  - Test results
  - Test sequence
  - Stage of disease
- Benefit from expert labelling to find more patients eligible for your therapy which would otherwise be missed
- Identify and address potential leakage points which could impact commercial success
- Make evidence based decisions for your diagnostic strategy

## Receive test event signals relevant to your patient cohort

- Enable the right conversations at the right time for your Sales Operations team
- Ensure your communications are both timely and applicable to your customers
- Receive test event signals for events such as;
  - Specific test ordered
  - Diagnosis confirmed
  - Test result received
  - Test positive/negative
  - Sequence of testing
  - Missed testing event
  - Disease progression event
- Reduce time to actionability through direct integration with CRM
- Accelerate clinical trial enrolment by identifying eligible patients
- Ensure no eligible patient is left behind

## Understand the laboratory universe for your disease

- Understand the labs currently testing patients diagnosed with a specific disease and those who are not
- Identify testing pain points needing addressed in each lab to support your therapy
- Make evidence based decisions on the right testing partnerships
- Track availability of lab testing including technical specifications of the test

## Understand the epidemiology of your disease

- Make evidence-based predictions on outcomes for your patient cohort using metrics such as;
  - Positivity rate
  - Testing rates
  - Biomarker prevalence
  - Disease incidence
  - Test failure rate
  - Genotype/Phenotype prevalence
  - Biomarker quantification
- Use real-world disease demographics for more accurate forecasting