

EXPERT EXCHANGE

TRUSTED PEER-TO-PEER EXPERTISE AT THE POINT OF DECISION

OVERVIEW

A therapy-relevant diagnostic result does not guarantee action. HCPs still need to understand what the result means, how it shapes treatment options, and what should happen next, often while decisions are already forming.

Expert Exchange helps close that decision gap by connecting treating HCPs and care teams with trusted diagnostic experts within 48 hours of a therapy-relevant result becoming available. Delivered as scientific, unbranded peer-to-peer exchange, it brings clinical context into the moment it matters, helping HCPs interpret diagnostic insight, understand its clinical utility, and move forward with confidence.

Expert engagement

Connect treating HCPs with relevant diagnostic experts within 48 hours of a therapy-relevant result, while treatment decisions are still being made.

The result

Diagnostic intelligence becomes expert-led action, helping more eligible patients progress from testing to the most appropriate therapy sooner.

KEY BENEFITS

IDENTIFY

Triggered by real-time diagnostic intelligence, engagement is focused on active patients, therapy-relevant results, and decision points where support can make a difference.

ENGAGE

Peer-to-peer scientific exchange cuts through gatekeeping and reaches HCPs in environments traditional commercial models often can't access.

CLARIFY

Diagnostic experts help HCPs interpret complex results, understand clinical utility, and connect the result to the treatment journey ahead.



IMPACT & OUTCOMES

- 86% engagement rate demonstrated in a Diaceutics client project.

→ Connecting HCPs with relevant diagnostic experts through timely, peer-to-peer scientific exchange aligned to real clinical activity.
- Engagement is delivered through peer-to-peer scientific dialogue.

→ Access to clinicians in zero-access accounts where traditional pharma engagement is not permitted.
- HCPs supported with relevant diagnostic context and clinical utility.

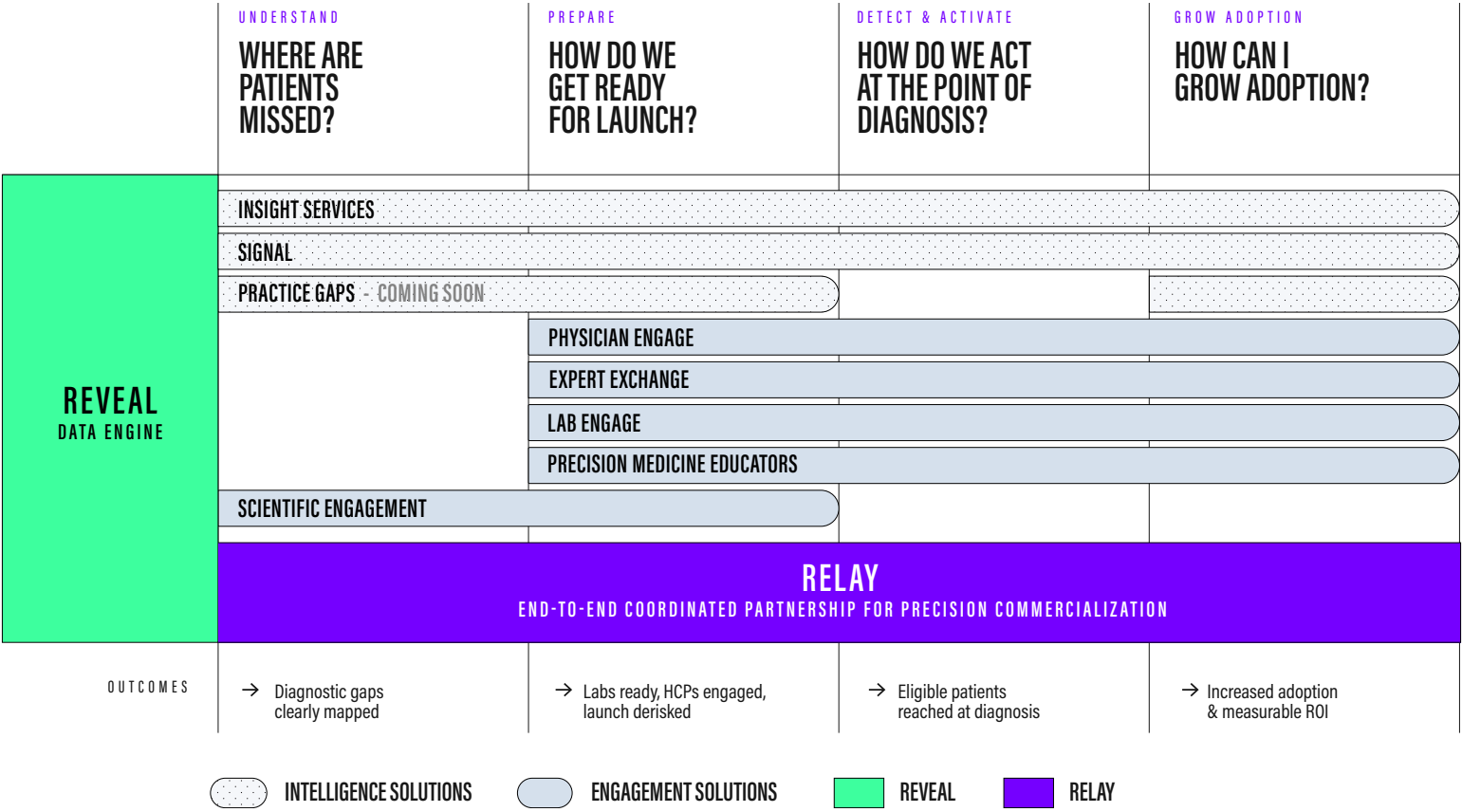
→ 89% of participating HCPs reported increased understanding of the diagnostic pathway.
- Aligned decision-making across the patient journey.

→ Connect treating HCPs and wider care team members—including nurse practitioners, pathologists, and clinical colleagues.
- Identify more patients for the same spend.

→ Feed Signal into field and omnichannel workflows, so teams know where to focus outreach and development.

PRODUCT ECOSYSTEM

Expert Exchange is a Diaceutics Engagement Solution, bringing trusted diagnostic expertise into the decision window through timely peer-to-peer scientific exchange aligned to real clinical activity.



To bring trusted diagnostic expertise into the decision window, talk to our team today.

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