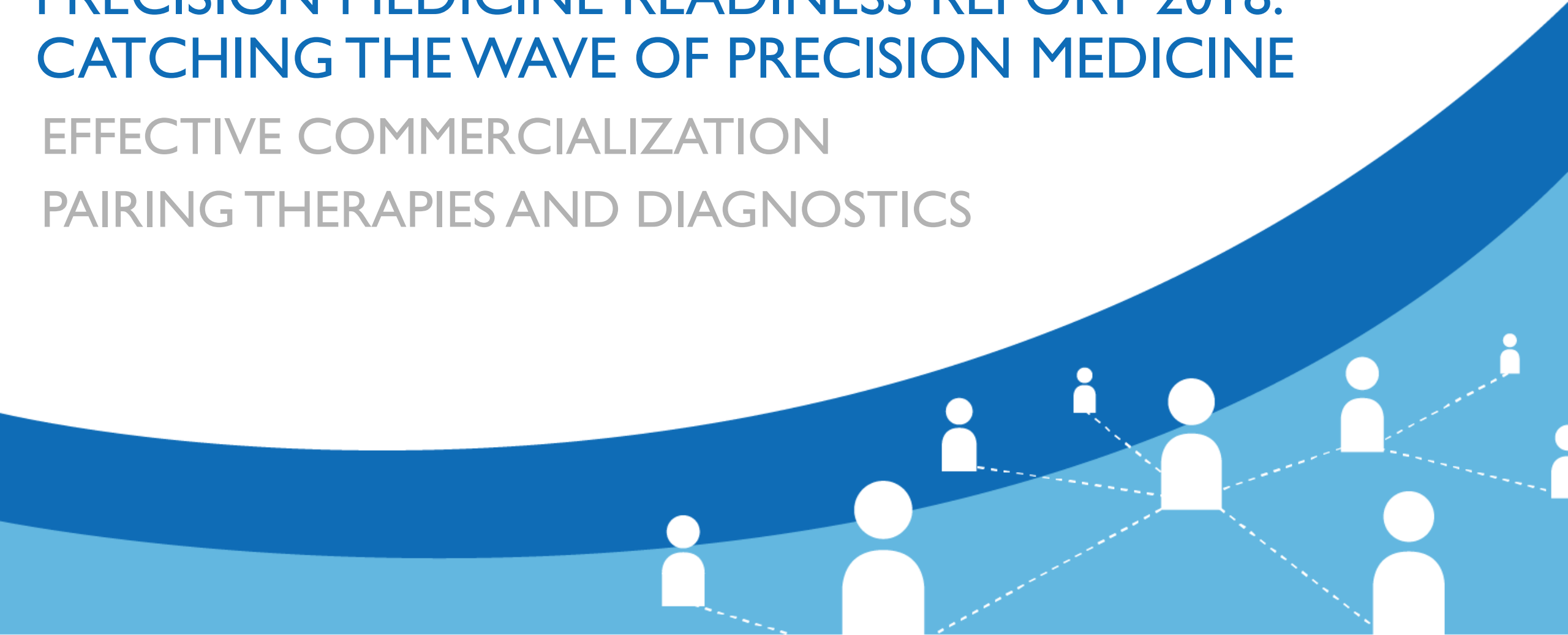


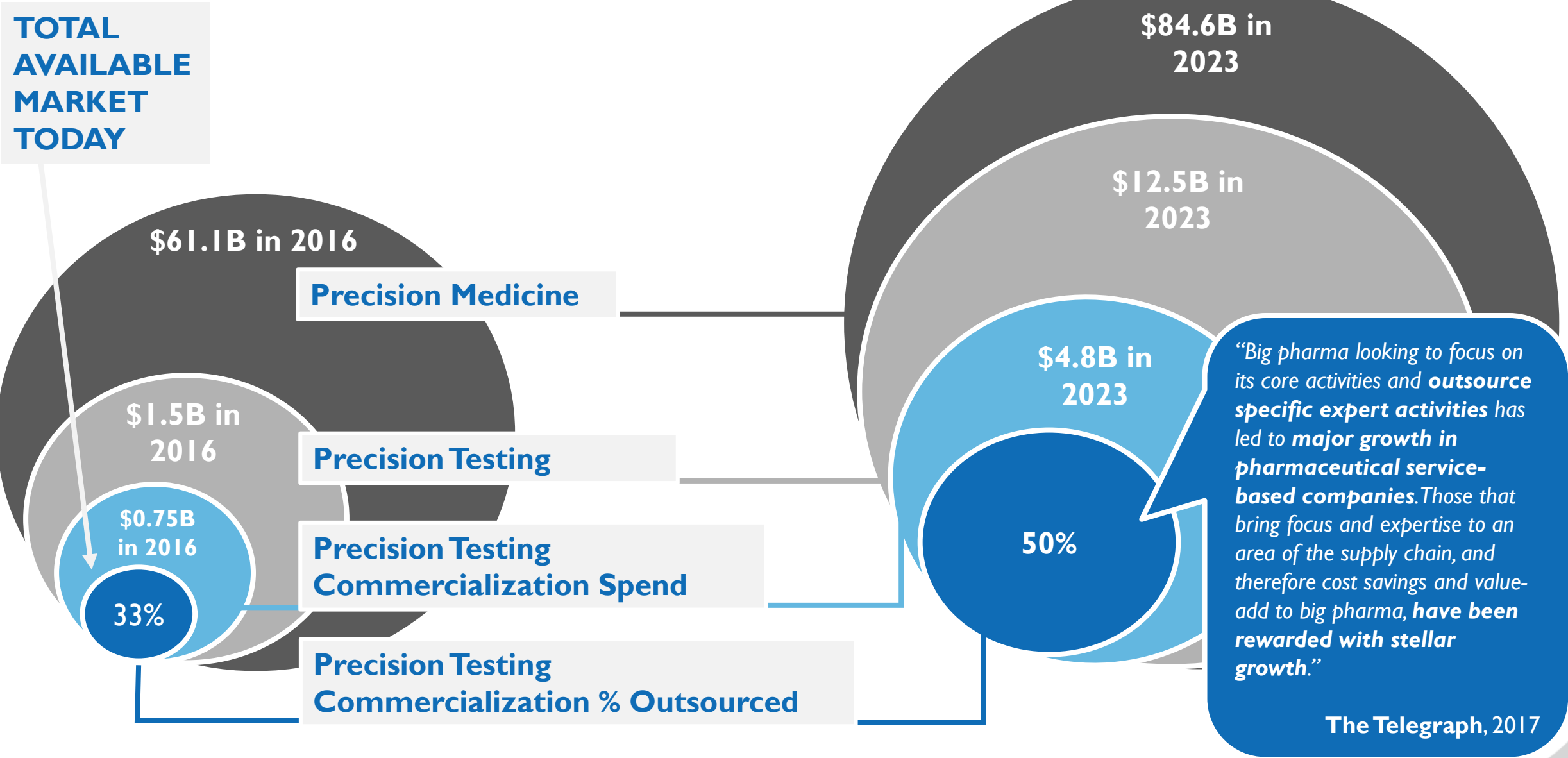
PRECISION MEDICINE READINESS REPORT 2018: CATCHING THE WAVE OF PRECISION MEDICINE

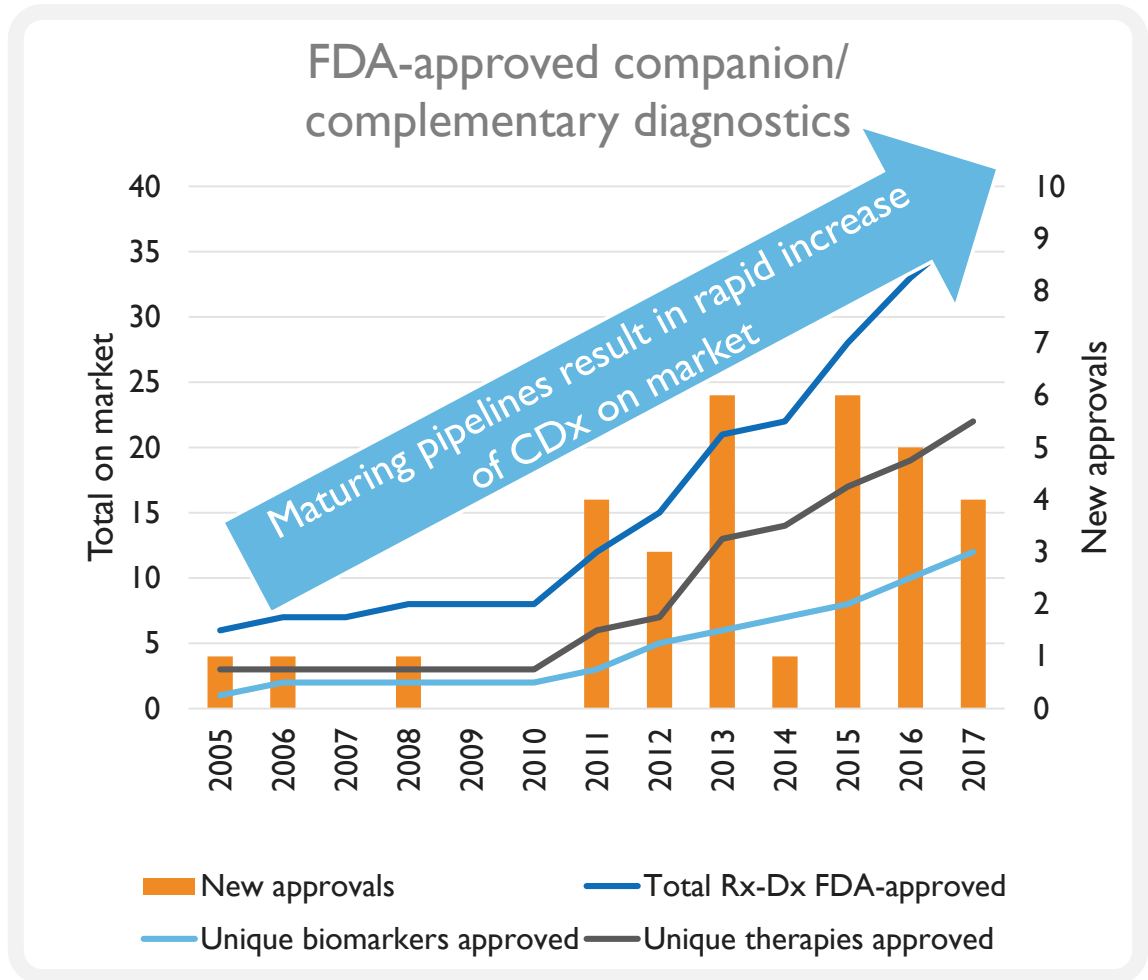
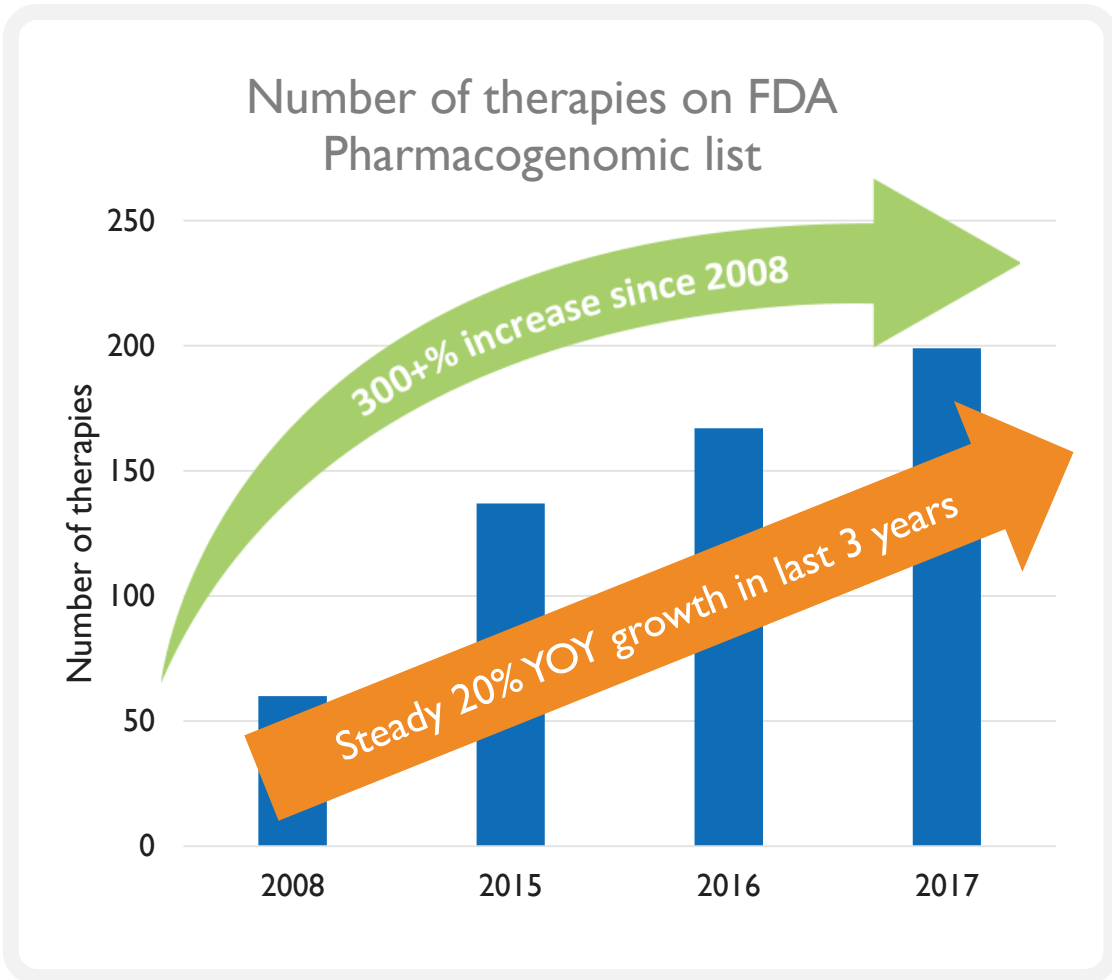
EFFECTIVE COMMERCIALIZATION

PAIRING THERAPIES AND DIAGNOSTICS



ALL THE MARKET DRIVERS SUPPORT DRIVE TO GROWTH





- New biomarker-therapy combos keep getting added to FDA pharmacogenomic list but at a slower rate

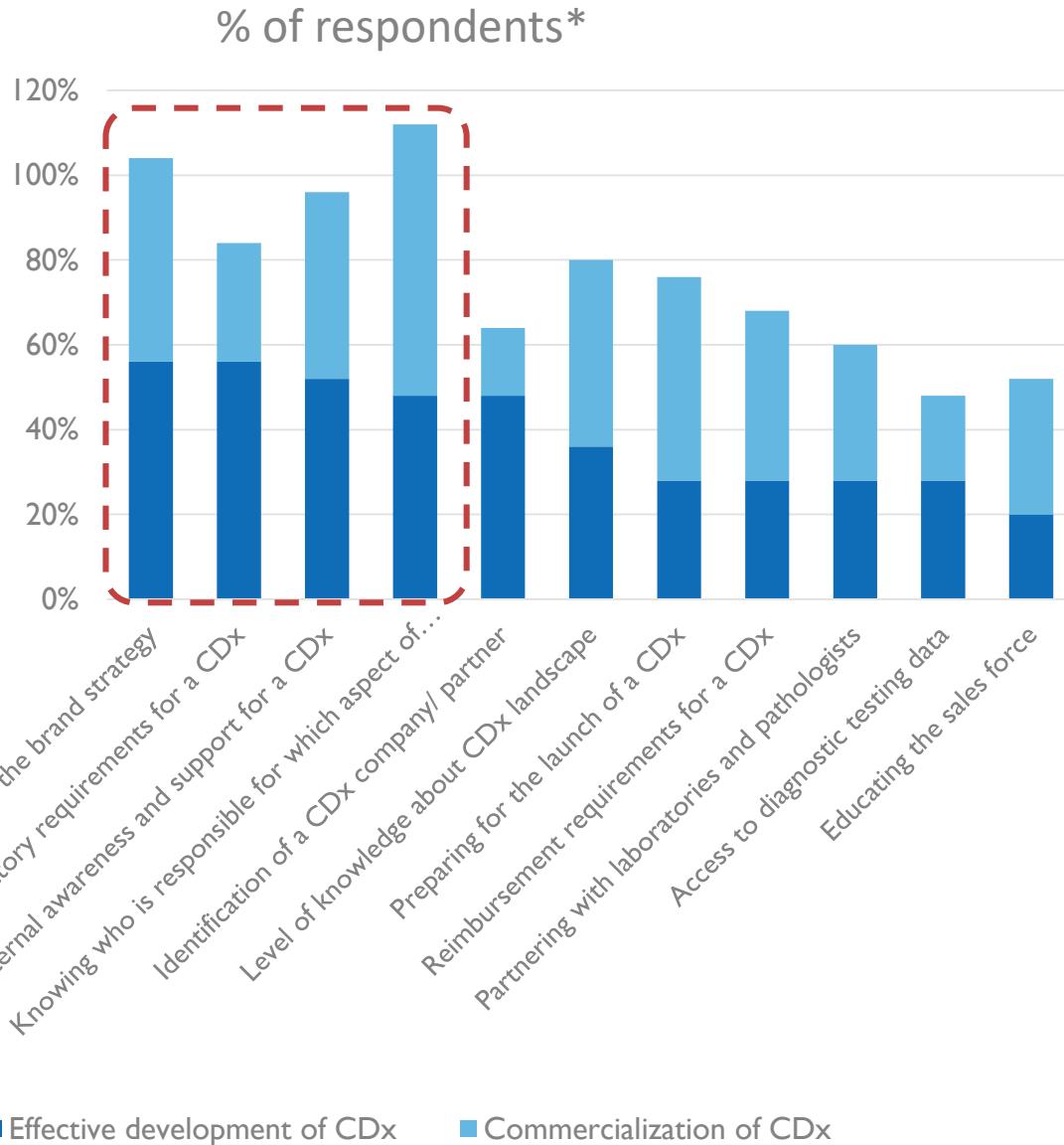
- At the same time we see unprecedented growth in the number of CDx/therapy combos approved – a result of trials started 5-10 years ago as well as new tests for older therapies

- Research was conducted in October and November 2017



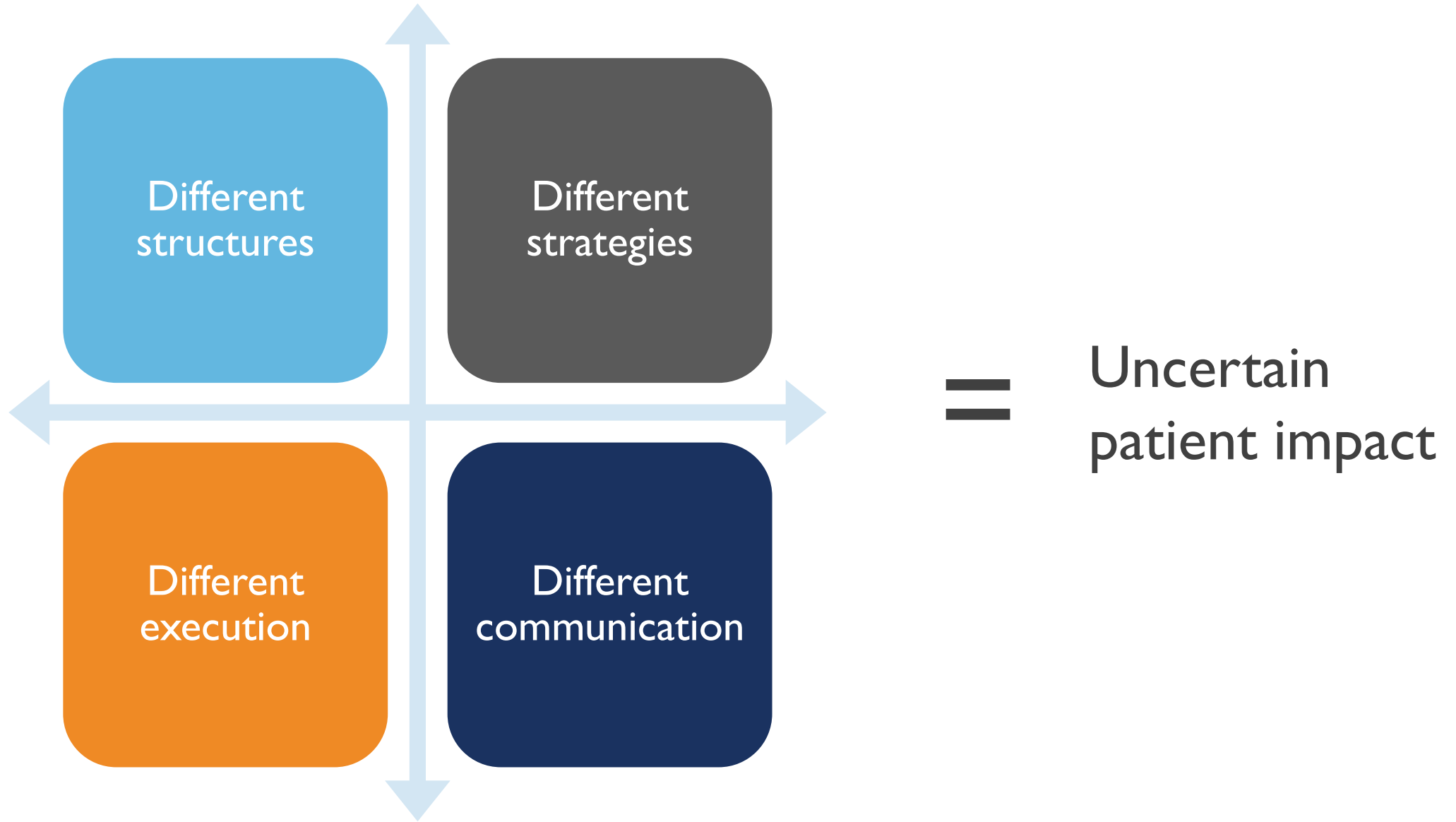
- The main objective of the research was to identify and understand the main challenges of CDx development and commercialization in 2018





- | Challenges |
|--|
| Integrating the CDx strategy with the brand strategy |
| Understanding of regulatory requirements for a CDx |
| Building internal awareness and support for a CDx |
| Knowing who is responsible for which aspect of CDx commercialization |
| Identification of a CDx company/partner |
| Level of knowledge about CDx landscape |
| Preparing for the launch of a CDx |
| Reimbursement requirements for a CDx |
| Partnering with laboratories and pathologist |
| Access to diagnostic testing data |
| Educating the sales force |

* Some %s are >100% due to stacking of data from >1 question



FOR FULL REPORT: PLEASE CONTACT

STEVE VITALE – STEVE.VITALE@DIACEUTICS.COM

DAVID SWEET – DAVID.SWEET@DIACEUTICS.COM

