

Diaceutics

Better Testing, Better Treatment®

Candidate Information Pack

Commercial Brand Strategist

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

Nick Roberts | Chief Financial Officer | nick.roberts@diaceutics.com

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



Our Solutions

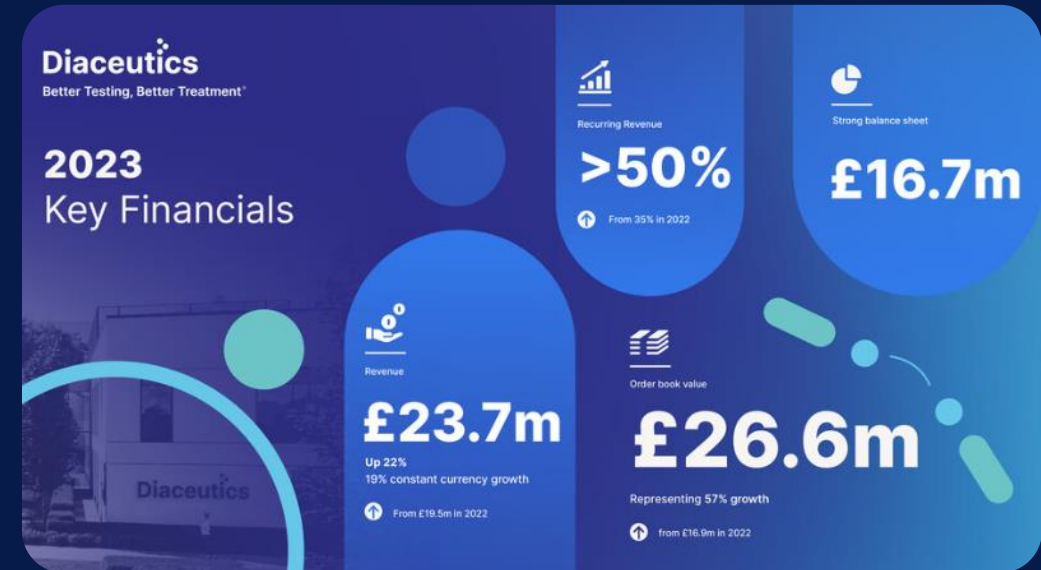
1. Insight & Engagement Solutions

- [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?



Enabling better patient outcomes



Precision medicine (PM) tailors treatment to the individual characteristics of each patient, utilizing their unique genetic profile to determine which treatments will be safe and effective for them.

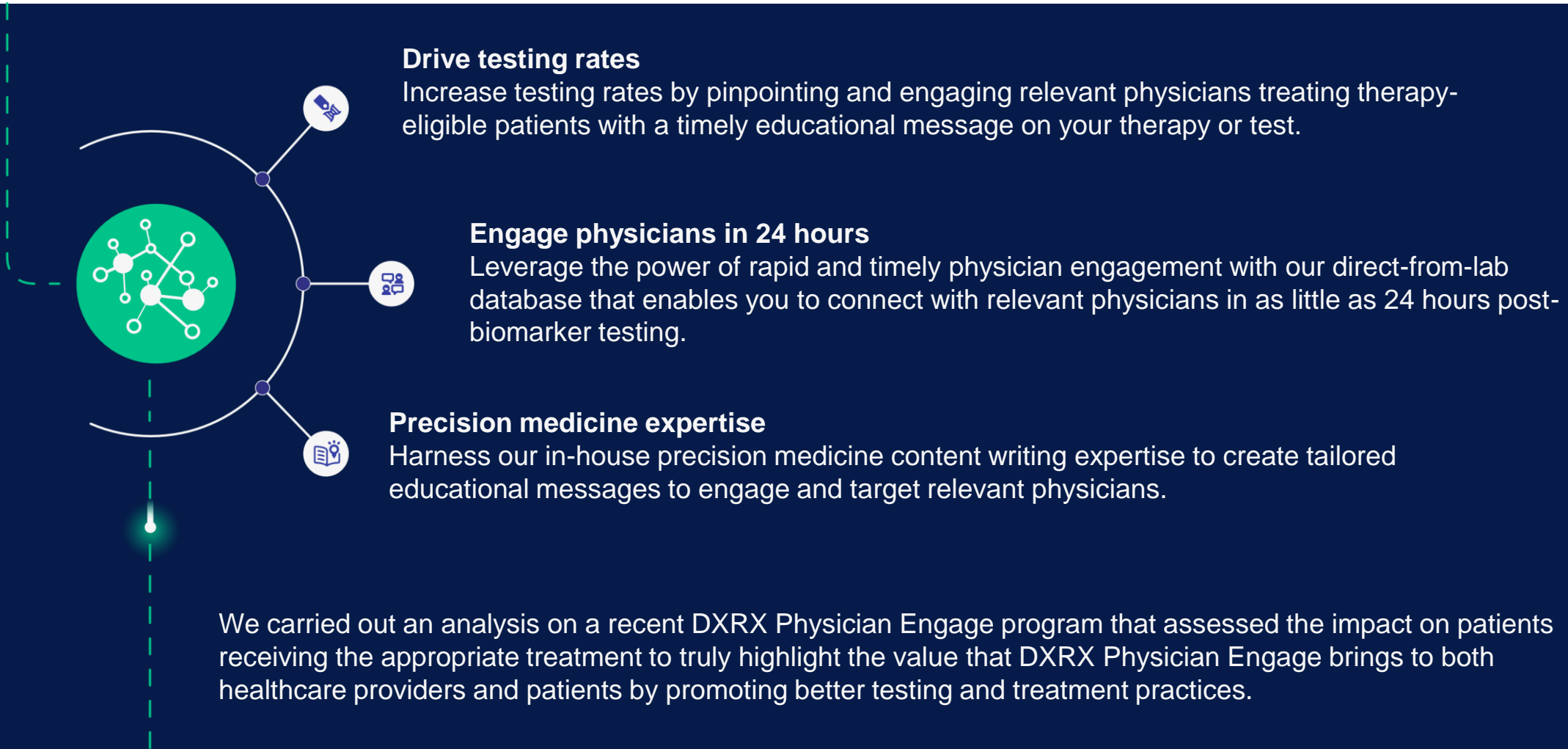
This personalized approach is reshaping healthcare, moving away from a one-size-fits-all model to a more **customized method of treatment.**



Diaceutics, leveraging extensive lab and claims data alongside our internal PM expertise and Engagement Solutions, enable pharma to identify patients who will benefit from PM treatments. Our work plays a pivotal role in closing clinical gaps and addressing testing challenges, ensuring patients receive the best possible treatment, ultimately impacting their lives positively.

DXRX Physician Engage

DXRX Physician Engage provides tailored & targeted messages to increase awareness and adoption of new therapies and tests. When linked with DXRX Signal we are able to identify patients within as little as 24 hours and send tailored messaging directly to physicians, driving better testing and treatment outcomes.



Case Study

The Challenge

- Clinical practice often faces delays in the adoption of new tests and treatments due to physicians' lack of awareness. This results in suboptimal testing behaviors and missed opportunities for precision treatment.
- Findings from our Practice Gaps Paper revealed that approximately 64% of potentially eligible patients are not receiving appropriate biomarker testing, mainly due to this physician awareness issue.

The Solution

- Utilizing real-time data from DXRX Signal to identify physicians with suboptimal testing behaviors, DXRX Physician Engage targeted these physicians with personalized digital engagement messages. This approach aimed to raise awareness and encourage the adoption of biomarker testing in clinical practice.
- Tailored educational messages were sent to physicians, providing them with the necessary knowledge to understand and utilize biomarker tests effectively. This helps bridge the gap between lab results and clinical action, **ensuring better patient outcomes.**

The DXRX Physician Engage deployment process



The Results

- **33%** of physicians were successfully engaged by the targeted campaign during the 4-week period
- **28%** of physicians ordered the new test at least once during the 26-week period
- **52%** of physicians engaged through the program ordered a novel biomarker test for the first time.
- **81** new therapy-eligible patients were identified through this campaign, significantly enhancing their treatment opportunities
- The study showed lasting influence on clinical behavior, with some physicians repeatedly referring to the original engagement messages

By identifying and engaging physicians, Diaceutics Solutions bridge critical gaps in clinical practice, enabling improved patient diagnoses and more personalized treatment options, and ultimately enhancing patient outcomes.

Our commitment to leveraging real-time data and personalized engagement strategies underscores our mission to advance precision medicine and transform healthcare for the better.

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



Living Our Values – Our Diaceutics Community



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

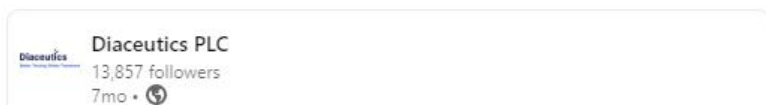


If you want your placement year or graduate job to be more than just work, then the Diaceutics' Student Academy is for you. At Diaceutics, our team is making a difference to patients' lives.

We have numerous Graduate, Placement and Intern roles available for 2022, if you are interested in discussing more drop me a message.

[#BetterTestingBetterTreatment](#)

[#DataAnalytics](#) [#PrecisionMedicine](#) [#Placements](#) [#Graduates](#) [#Interns](#) [#Hiring](#)



Diaceutics are pleased to welcome five talented MSc Data Analytics students from [Queen's University Belfast](#) into our global HQ at The Dataworks building in King's Hall Life Science Park in Belfast as part of a student placement ...see more



Diaceutics welcomes Data Analytics students onto new placement programme

diaceutics.com • 2 min read

Residential Onboarding Programme

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

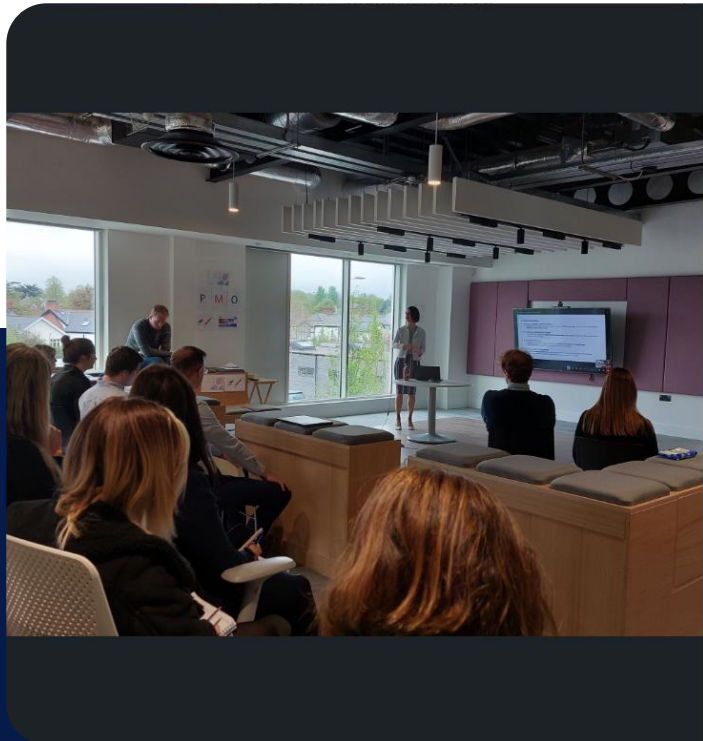
"Great experience. Loads of information given and every one person was very welcoming."


"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](#)...






Emma Mc Geown • 1w • Edited • 





Global HR Business Partner (Benefits & Special Pr...




At **Diaceutics PLC** we EMPOWER OUR PEOPLE by dedicating time for innovation, learning and collaborative knowledge sharing to explore new ideas, paths and develop new solutions for our pharma clients, lab partners and internal clients.

This week we welcomed our Sales Team to Belfast HQ which allowed them to put their learning from our very own Diaceutics Sales and Marketing Training Academy into practice. Implementing training is good but measuring the impact of training is key to success. It was great to see the buzz around the team and sharing their experiences together.


#developing #learningculture #ourpeople ...see more

   Rory Curley and 30 others 2 comments • 7 shares

 Like  Comment  Share  Send




 Add a comment...  


Most relevant ▾

Jillian Beggs • 1st • 1w • 

Vice President Sales and Marketing at D...

This is an amazing customer focused team on an exciting journey together. It is a privilege to work with them!

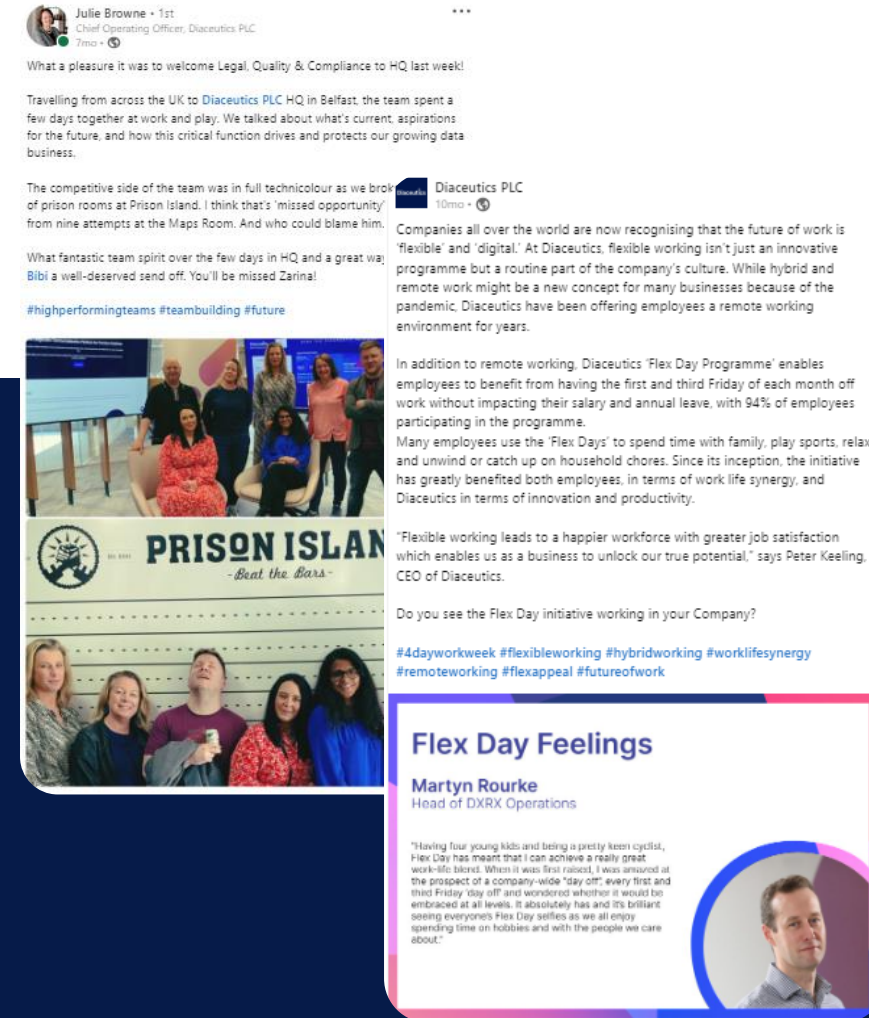
 Like   7 | Reply


Danielle Baker • 1st • 1w • 

Director of Product Marketing at Diaceut...

A brilliant couple of days sharing thoughts

Diaceutics Fly Higher Training Academies – Sales Training



Julie Browne • 1st • Chief Operating Officer, Diaceutics PLC • 7mo • 


What a pleasure it was to welcome Legal, Quality & Compliance to HQ last week!

Travelling from across the UK to Diaceutics PLC HQ in Belfast, the team spent a few days together at work and play. We talked about what's current, aspirations for the future, and how this critical function drives and protects our growing data business.

The competitive side of the team was in full technicolour as we broke of prison rooms at Prison Island. I think that's 'missed opportunity' from nine attempts at the Maps Room. And who could blame him.

What fantastic team spirit over the few days in HQ and a great way Bibi a well-deserved send off. You'll be missed Zarina!

#highperformingteams #teambuilding #future

Diaceutics PLC • 10mo • 

Companies all over the world are now recognising that the future of work is 'flexible' and 'digital.' At Diaceutics, flexible working isn't just an innovative programme but a routine part of the company's culture. While hybrid and remote work might be a new concept for many businesses because of the pandemic, Diaceutics have been offering employees a remote working environment for years.

In addition to remote working, Diaceutics 'Flex Day Programme' enables employees to benefit from having the first and third Friday of each month off work without impacting their salary and annual leave, with 94% of employees participating in the programme.

Many employees use the 'Flex Days' to spend time with family, play sports, relax and unwind or catch up on household chores. Since its inception, the initiative has greatly benefited both employees, in terms of work life synergy, and Diaceutics in terms of innovation and productivity.

"Flexible working leads to a happier workforce with greater job satisfaction which enables us as a business to unlock our true potential," says Peter Keeling, CEO of Diaceutics.

Do you see the Flex Day initiative working in your Company?

#4dayworkweek #flexibleworking #hybridworking #worklifesynergy #remoteworking #flexappeal #futureofwork

Flex Day Feelings

Martyn Rourke
Head of DXRX Operations

"Having four young kids and being a pretty keen cyclist, 'Flex Day' has meant that I can achieve a really great work-life blend. When it was first raised, I was amazed at the prospect of a company-wide 'day off' every first and third Friday 'day off' and wondered whether it would be embraced at all levels. It absolutely has and it's brilliant seeing everyone's Flex Day selfies as we all enjoy spending time on hobbies and with the people we care about."

Commercial Brand Strategist

Position Summary:

This position requires an exceptional individual who effortlessly blends analytical thinking, commercial acumen, life science and creative genius.

The Commercial Brand Strategist will work with the VP of Marketing and other key stakeholders across the business to define, execute and continuously shape brand strategy and positioning for the group. The roleholder will be required to conduct thorough market research and intuitively grasp market demands, whilst unravelling complex insights, business needs and challenges. Developing a methodology that translates insights into campaign plans to build brand equity, market awareness and customer demand is critical.

This role will be responsible for developing branding campaigns aligned to our Data and Engagement, Scientific and Advisory Service teams. With a complex suite of buyers and a diversifying set of products and services, the roleholder will play a pivotal role in building product understanding and uptake across the industry buying and influencer committee. Finding innovative marketing angles to connect client and prospect needs with products and services is required to maximise Diaceutics market share and cut through industry noise.

To be successful in this position, close collaboration with marketing colleagues, SME's, sales and other stakeholder groups both internal and external to Diaceutics is crucial to building an effective go-to-market branding plan utilizing the full omni channel marketing mix, including, but not limited to, market research, data strategy, digital planning, events, content, media partners and compelling positioning.

Duties and Responsibilities:

Strategy

- Work with the VP of Marketing to develop a 12-24-36 monthly planning cycle, including;
- The development of brand building strategies to present Diaceutics differentiated position.
- Curate an "always on" integrated marketing plan aligned to the Insight & Engagement Solutions and Scientific & Advisory Services business units to drive market awareness, and engagement.
- Maintain an up-to-date understanding of our data and engagement offering, DXRX platform and Scientific and Advisory Services as well as customer strategies and challenges.
- Work with marketing peers to develop and maintain the brand architecture, corporate and service positioning / messaging structure across Diaceutics, including the governance of brand guidelines, TOV and creative platform.
- Work with key stakeholders across the business to establish innovative brand marketing angles to connect Diaceutics solutions to the mass market opportunity.
- Establishing a 'pull strategy' will require the development of campaign ideas that move beyond the features and benefits of the product and instead focus on 'applied expertise' and 'proof of impact' content strategies including in use cases, case studies, testimonials, alignment to legislation and policy changes, research papers and more.
- Work with other senior marketing colleagues to routinely undertake research on i) customers ii) markets and iii) competitors and identify a programme to share insights with the wider business to support corporate planning and investment discussions.
- Partner with the Senior Director of Growth Marketing on go to market brand strategies and brand campaign reporting to ensure alignment in targeting and efficiency in operations.
- Develop brand marketing led planning, alignment and progress meetings with key stakeholders across the business. Overall project management responsibility.
- Work with third party agencies to bring the brand and marketing strategy to life.
- Budget responsibility in line with organisational policy and procedures, by projecting costs, determining necessary adjustments and reviewing expenditures.

(continued on next page)

Commercial Brand Strategist



Marketing Communications and Omni Channel Management :

- Work with marketing and external agencies to develop relationships with preferred partners including influencers, trade media and industry associations. Build and maintain a database of contacts for Diaceutics to leverage for relevant opportunities.
- Champion new ideas and concepts to create effective content aligned to your strategies and plans in conjunction with inhouse and external agency support.
- Oversee and implement the planning and evaluation of all marcomms;
- Including the creation of a marketing content calendar, to incorporate all collateral requirements for all channels and production management. Content to include case studies, blogs, videos, sales enablement, research reports, thought leadership, social content, webinar copy , ebooks etc.
- Support the planning, implementation and evaluation of Diaceutics attendance and speaking opportunities at all external and owned events including; conferences, Diaceutics masterclasses and technical presentations.
- Work with the VP of marketing and marketing peers to establish a channel development programme to enable the delivery of the marketing strategy and align responsibilities accordingly. The program should include agency identification ,content partners, digital and tech stack development, lead management and nurturing plans, events strategy , evaluation and ROI modelling.

Customer Relationship Management

- Oversee the management of accurate databases for customers and prospects using company systems.
- Oversee the development and use of up-to-date databases to build relationships with existing and prospective customers to achieve annual targets. Use strategies to build the database with key decision makers across each of our product areas.

Evaluation

- Prepare and deliver reports, outlining progress against marketing and corporate KPI's.
- Adaption of plans based on market, company, customer insights and evaluation.

Leadership

- Collaboration across the wider marketing team where required. Including the supervision of the day to day activities and the creation of personal development and mentoring plans.

