

# Diaceutics

Better Testing, Better Treatment®

# Candidate Information Pack

Key Account Manager

# 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<sup>®</sup>**

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<sup>®</sup> 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](mailto:ryan.keeling@diaceutics.com)

Nick Roberts | Chief Financial Officer | [nick.roberts@diaceutics.com](mailto:nick.roberts@diaceutics.com)

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



# Our Solutions

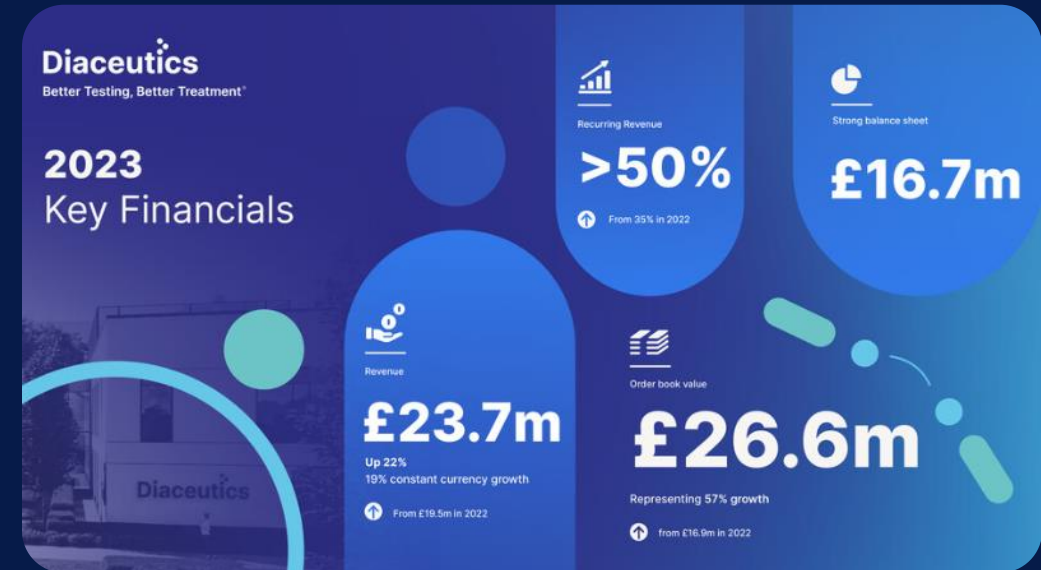
## 1. Insight & Engagement Solutions

- [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.



## Drive testing rates

Increase testing rates by pinpointing and engaging relevant physicians treating therapy-eligible patients with a timely educational message on your therapy or test.

## Engage physicians in 24 hours

Leverage the power of rapid and timely physician engagement with our direct-from-lab database that enables you to connect with relevant physicians in as little as 24 hours post-biomarker testing.

## Precision medicine expertise

Harness our in-house precision medicine content writing expertise to create tailored educational messages to engage and target relevant physicians.

We carried out an analysis on a recent DXRX Physician Engage program that assessed the impact on patients receiving the appropriate treatment to truly highlight the value that DXRX Physician Engage brings to both healthcare providers and patients by promoting better testing and treatment practices.



# 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.

# Diaceutics Data Repository



**Claims Data: CMS & Commercial**  
Insights: Testing, treatment, physician, lab and re-imburement behaviours



**EHR Data: Encounters**  
Insights: In depth physician notes, good for validation



**Diagnostic Profiling Meta Data**  
Insights: Lab capabilities



**Lab Result Data**  
Insights: Test results, genomic profiles



**Pharmacy Data**  
Insights: Deeper insight to drugs patients received (more specific than claims)



# 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](#)...



Emma Mc Geown

Global HR Business Partner (Benefits & Special Projects)

7mo •

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 PLC

13,857 followers

7mo •

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 programme. ...see more

## Better Testing, Better Treatment



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

**Julie Browne** • 1st

Chief Operating Officer, Diaceutics PLC

7mo •

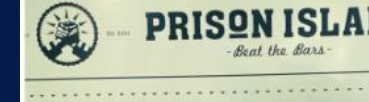
What a pleasure it was to welcome Legal, Quality & Compliance to HQ last week!

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 technical colour 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 Rouke**  
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."

## Diaceutics Fly Higher Training Academies – Sales Training



# Key Account Manager

## Position Summary:

As a Key Account Manager at Diaceutics PLC, you will play a pivotal role in establishing and nurturing relationships with key clients to drive business growth and ensure the successful implementation of precision medicine diagnostic and commercialization strategies.

In this fast-paced role you will work closely with cross-functional teams to understand client needs, provide tailored solutions, and ensure the seamless execution of projects that contribute to improved patient outcomes and the advancement of precision medicine.

## Duties and Responsibilities:

1. Achieve quarterly and annual sales target through the development and maintenance of strong relationships with targeted key accounts, including pharmaceutical and biotech companies.
2. Serve as the primary point of contact for all stakeholders in key accounts, understanding their goals, challenges, and needs.
3. Regularly engage with clients to provide updates, gather feedback, and identify opportunities for collaboration.
4. Collaborate with internal teams to develop comprehensive account plans aligned with client objectives and Diaceutics' offerings.
5. Identify growth opportunities within key accounts and develop strategies to maximize revenue and market share.
6. Leverage data-driven insights to drive informed decisions and ensure the successful execution of account plans.
7. Draft, present and review business proposals and statements of work with clients
8. Work closely with cross-functional teams, including data analysts, scientists, and project managers, to deliver exceptional client solutions.
9. Stay informed about industry trends, regulatory changes, and advancements in precision medicine.
10. Communicate effectively with clients, providing updates, reports, and addressing inquiries promptly.
11. Participate in internal and external meetings, conferences, and workshops to represent Diaceutics' capabilities.