



DXRX Lab EngageOptimize your biomarker adoption & testing rates

How would your launch strategy change if we could engage with targeted labs on launch day, educating them on your biomarker?

Using the DXRX Lab Engage Program as part of your omnichannel strategy enables you to interact with selected labs via a range of digital and personal channels to deliver customized, engaging content to drive biomarker awareness and testing.

How we do it

We use data-driven insights to identify who the right audience of labs and HCPs are to target your message.

Each program delivers a series of Multiple touchpoints of engagement with relevant CTA's via DXRX - The Diagnostic Network

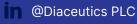


Talk to our team today



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Drive disease and biomarker awareness with DXRX Lab Engage

DXRX Lab Engage Program in action

The task

The client wanted to increase awareness of the clinical significance of a biomarker test in metastatic colorectal cancer (mCRC) and engage targeted labs.

The solution

This Lab Engage Program engaged molecular and pathology labs, providing them educational materials and scientific resources on the relevant biomarker testing method. The program addressed the clinical relevance of a biomarker mutation in mCRC and its association with a poor prognosis, and the pre-analytical considerations associated with choosing the proper technique, to ensure all eligible mCRC patients are being timely tested for a biomarker.

What did we do?

The program delivered Lab Alerts with short educational messages to spark the interest of the targeted labs throughout the program. The DXRX Lab Engage program provided an opportunity for labs to learn more on the topic from the speaker and share their own thoughts and queries in the Q&A session.



Lab Alerts

Targeted email campaigns

47%+ Average open rate

7% + Average click rate



Lab Talk

KOL Led Webinar

40% of the target audience registered for the Lab Talk

70% of the registered audience attended the live Lab Talk event



Expert Emails

50%+ Average open rate

16%+ Average click rate



Lab Chat

Field expert outreach

8 Lab Chats successfully completed

The outcome

Lab Engage program achieved high engagement rates and delivered educational content to the client's target lab audience and successfully increased awareness of the clinical significance of the biomarker test in metastatic colorectal cancer (mCRC)

About Diaceutics

We provide the world's leading pharma and biotech companies, with an end-to-end commercialization solution, for the launch of precision medicine through our range of data analytics, scientific and advisory services, enabled by our platform DXRX - The Diagnostic Network®.



Our global patient record repository has increased to over **600 million** across key markets globally



Trusted by **ALL** of the world's top pharma companies with experience working on **over 600** projects within precision medicine



We have **over 500 labs** in our DXRX Lab Network



- Data enriched by over 150 disease diagnostic pathways
- Diaceutics services supported over 100 experts