

DXRX Lab Engage

Optimize your biomarker adoption & testing rates

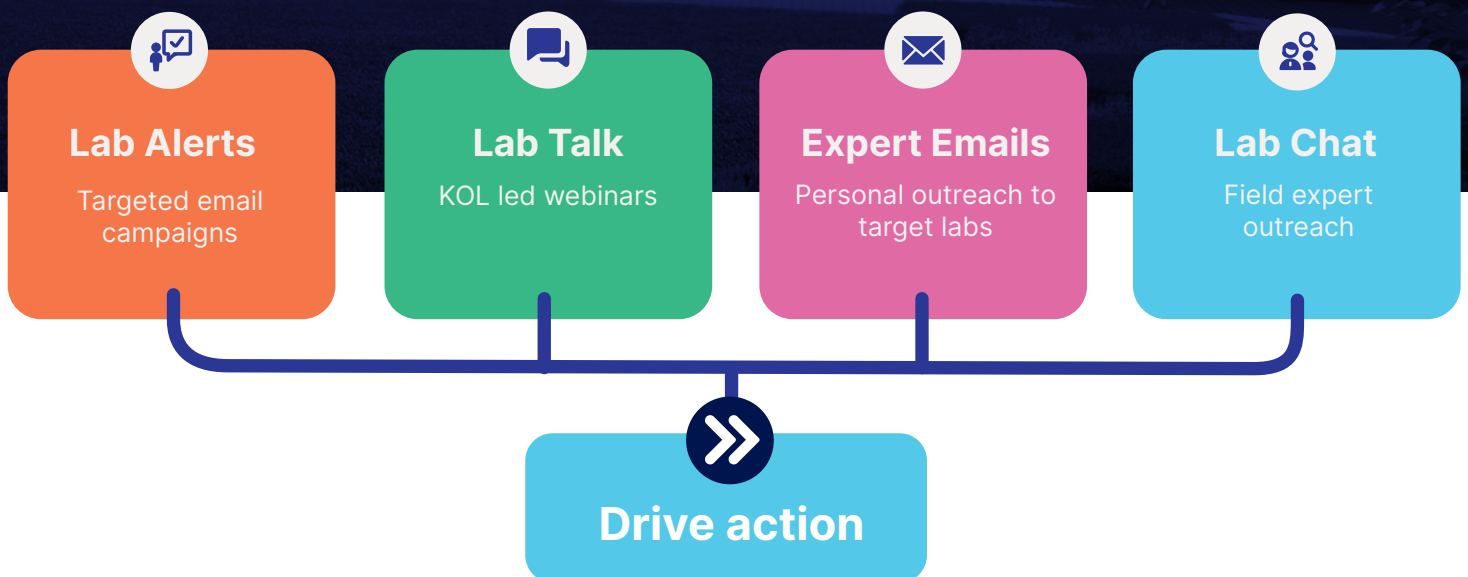
How would your launch strategy change if we could engage with targeted labs on launch day, educating them on your biomarker?

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.



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®.

