



Market Landscape

Maximize commercial success utilizing our 6A™ Strategic Framework

Market Landscape provides a deep dive analysis of the diagnostic landscape utilizing our '6A™ Strategic Framework,' delivering actionable insights and recommendations. Leveraging the DXRX data repository and local market expertise, we optimize your commercial strategy, driving test adoption and treatment activation for precision medicine therapy launches.

We utilize 6A™ Strategic Framework to enable commercial success for precision medicine



Awareness

Discover our data capabilities, providing an understanding of the clinical utility of the biomarker in target indication(s) reflecting current testing practice



Adoption

Gain insight into HCP biomarker ordering behaviour, and identify what key factors influence these decisions



Access

Identify if affordability will be a barrier to testing based on coding coverage and payment mechanisms that exist



Availability

Leverage our lab data to determine priority labs, availability of biomarker tests and if testing is performed in a clinically meaningful



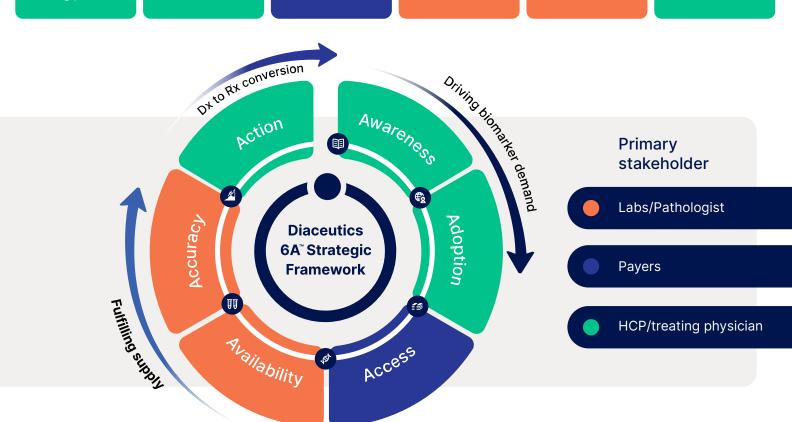
Accuracy

Understand
whether testing
performed is
carried out using
a relevant highquality test,
approved CDx or
is standardized



Action

Discover the actions needed for converting biomarker testing outcome into optimal treatment decision for patients





Our Experience

We have successfully delivered over 160 Market Landscapes since 2017 across 95 brands to world leading pharma and biotech clients across global markets, of which 9 were first in the disease area.



Local market expertise

With precision medicine expertise in over 50 countries, including the US, EU4, UK, Japan, South Korea, Taiwan, and Brazil, we offer tailored, comprehensive insights into the entire patient journey, empowering you to accurately identify eligible patients for your precision medicine therapy.



Expert actions and recommendations

Our team of local market precision medicine experts translate in-depth data insights combined with Secondary Market Research into tailored actionable recommendations to enable you to optimize your commercialization approach.

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 records repository has increased to over **600 million** across key markets globally



We have **over 1000 labs** in our
DXRX Lab Network



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



Diaceutics services supported over 100 experts

Talk to our team today

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Streamline your path to commercial success

with Market Landscape