

RNS Reach  
29 August 2023

#### Diaceutics launches daily alerts for DXRX platform

*Daily alerts will enable pharma clients to identify patients previously not receiving the most appropriate treatment due to lack of timely data*

[Diaceutics PLC](#) (AIM: DXRX), a leading technology and solutions provider to the pharmaceutical industry, is pleased to announce an important and innovative upgrade to its DXRX platform which sees the Company's DXRX Signal product now providing alerts on a daily basis. This ground-breaking innovation will provide Diaceutics' customers with even more timely data to identify patients who would benefit from their therapies and improve their commercial success. For patients, it means their chances of receiving the optimal therapy within the window of effectiveness is significantly improved.

DXRX Signal utilizes real-world data collected from a diverse network of over ~500 labs, encompassing academic, community, and commercial facilities. This comprehensive data pool ensures supply chain reliability and encompasses both geographical and clinical diversity. For Diaceutics' customers, this translates into extensive coverage across a spectrum of medical conditions, including oncology, rare diseases, auto-immune disorders, cardiovascular and infectious diseases.

DXRX Signal has identified over 46,000 patients so far in 2023 for its biopharma clients.

Building upon the foundation of DXRX Signal, Diaceutics has introduced this pivotal enhancement. These alerts, now available on a daily basis, empower Diaceutics' customers with even timelier insights as they deploy products to pinpoint patients and elevate their commercial success. This innovation equips healthcare professionals with crucial data on a daily basis, and within days of a positive test result. With increased timely access to diagnostic information, physicians can be engaged precisely during the treatment decision window, ensuring the most effective drugs or therapies are offered promptly to patients.

In 2022, the 'Practice Gaps Study' highlighted the existence of seven distinct clinical practice gaps. These gaps collectively contributed to a concerning statistic: 64.4% of cancer patients did not receive the appropriate targeted therapy, of which, 29.2% of patients were lost at the critical treatment decision juncture of their medical journey. DXRX Signal specifically targets this cohort of patients, previously not receiving the most appropriate treatment due to lack of timely data.

Available only through the Diaceutics platform, DXRX Signal utilizes our lab data to identify physicians with a patient who has tested positive for a specific biomarker of interest, which may be eligible for therapy. This signal is seamlessly integrated within a customers' operations within as little as 48 hours of the positive test result. From this, they are able to target that physician with a well-informed engagement before a treatment decision has been made so that they can offer a more effective drug or therapy sooner; a key goal for all involved in precision medicine.

**Jordan Clark, Chief Commercial Officer of Diaceutics plc, commented:** *"We recognize the critical importance of engaging physicians during the treatment decision window. By utilizing DXRX Signal, we empower our clients to capitalise on this pivotal moment, ultimately reducing patient losses during this vital stage - the largest 'practice gap.' This enhancement not only increases awareness and biomarker-precision medicine association but also ensures patients receive the precise treatments they deserve, fostering superior clinical outcomes."*

**Peter Keeling, Chief Executive Officer of Diaceutics plc, commented:** *"We are breaking new ground with DXRX Signal. This data has simply not been accessible previously to pharma, which we believe is one of the reasons such a worryingly high proportion of patients who could benefit from precision medicine are not receiving it in time. In 2023, we have so far identified over 46,000 patients for whom a specific medicine could change their clinical outcome and we will continue to innovate to ensure that that number increases minute by minute, hour by hour."*

#### Enquiries:

##### Diaceutics PLC

Peter Keeling, Chief Executive Officer  
Ryan Keeling, Chief Innovation Officer  
Nick Roberts, Chief Financial Officer

Tel: +44 (0)28 9040 6500  
investorrelations@diaceutics.com

##### Stifel Nicolaus Europe Limited (Nomad & Broker)

Ben Maddison  
Nick Harland  
Kate Hanshaw

Tel: +44 (0)20 7710 7600

##### Alma PR

Caroline Forde  
Matthew Young  
Kinvara Verdon

Tel: +44 (0)20 3405 0205  
diaceutics@almapr.co.uk

#### About Diaceutics

At Diaceutics we believe that every patient should get the opportunity to receive the right test and the right therapy to positively impact their disease outcome. We provide the world's leading pharmaceutical and life science companies with solutions and technology for the commercialisation of their precision medicines, enabled by our proprietary DXRX

platform.

DXRX is the world's first diagnostic commercialisation platform for precision medicine, utilising a global network of affiliate laboratories to deliver multiple pipelines of real-world healthcare data insights, advisory services and innovative platform enabled solutions.

This information is provided by Reach, the non-regulatory press release distribution service of RNS, part of the London Stock Exchange. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [ms@lse.com](mailto:ms@lse.com) or visit [www.ms.com](http://www.ms.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

NRAFLFLVTTIDFIV