



Press Release

Ipsos' Syndicated Lab Mapping Study Launches in Australia

Ipsos Healthcare, the global healthcare division of Ipsos, has launched its syndicated Lab Mapping Study in Australia. The study, already available in US and EU5, delivers a comprehensive picture of the laboratories involved in cancer biomarker testing.

As a key component of Ipsos' Oncology Molecular Diagnostics Portfolio, the Lab Mapping Study collects a wide range of information from Lab Directors. The resulting data enables subscribers to: identify the type, structure and workforce of the laboratories; gather details around testing volume and tissue flow; and quantify the volume of testing carried out by cancer type and methodology of biomarker testing.

Commented Pieter De Richter, Head of Ipsos Healthcare's Real World Evidence Portfolio in Asia Pacific, Middle East & North Africa:

"The Molecular Diagnostics landscape in Oncology is evolving rapidly. The Lab Mapping Study allows pharmaceutical companies and molecular diagnostics manufacturers to better understand the workflow between the various types of labs involved with biomarker testing in each country, and how they are adapting to the changes in the marketplace. Combined with the Molecular Diagnostics Monitor, which focuses on Oncologist and Pathologist perceptions and behaviour, the Lab Mapping Study provides a holistic, multi-stakeholder view of cancer biomarker testing."

- Ends -

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About Ipsos Healthcare

Ipsos Healthcare partners with pharmaceutical, bio-tech and medical device manufacturers to inspire better healthcare. Operating in over 40 countries, our 700+ experts support key business decisions for our clients throughout the commercial lifecycle, from early-stage strategy, to launch, to performance optimisation. We do this through a uniquely integrated combination of therapeutic and market expertise, gold standard real world evidence, and market-leading custom research approaches – all underpinned by a global footprint and unprecedented access to today's healthcare stakeholders.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society. We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.

We deliver with security, speed, simplicity and substance. We are Game Changers.

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