

Ipsos Healthcare Extends Molecular Diagnostics Portfolio into Japan & Australia

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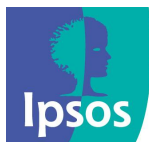
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New York, NY – Ipsos Healthcare’s Molecular Diagnostics (MDx) Portfolio has arrived in Japan and Australia. The MDx Monitors – already running in the USA and 5EU – reveal the drivers and barriers within the MDx landscape, as well as their impact on diagnosis, management and treatment. Currently, the monitors focus on oncology, with other therapy areas to be rolled out in the upcoming months.

The new Japanese Oncology MDx Monitor covers the MDx market in breast cancer, gastric cancer and lung cancer, gathering data from 160 physicians, including: general surgeons; GI internists; GI surgeons; respiratory surgeons; respiratory internists; and pathologists. Full results are available now. The Australia Oncology MDx Monitor, which launched in February, covers the MDx market in lung cancer and melanoma, with data collected from a mix of oncologists and pathologists.

By combining patient and test level data with perceptual data (including respondent awareness of, and attitudes towards, current and future MDx and CDx tests) the MDx Monitors provide a unique understanding of the link between perceptions and testing behaviour. Subscribers can understand the decision-making process and logistics; barriers to testing; timing of CDx testing; IVD and LDT market shares; impact of testing on drug shares; uptake of new methodologies; and requirements for reimbursement and payer restrictions.

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Pieter De Richter, who heads up Ipsos Healthcare's Molecular Diagnostics Monitors, said:

"The Japanese and Australian MDx Monitors enable pharma companies, biotechs, and MDx test manufacturers in these markets to gain unprecedented insight into the various factors shaping the complex Oncology MDx/CDx market. Both countries have unique differences that set them aside from the US and EU5, and being able to fully understand the complexities of molecular testing at a country-specific level will be of great benefit to companies looking to expand or fine-tune their MDx/CDx strategies in either of these important global markets."

For more information on this news release, please contact:

Pieter De Richter
Head of MDx Portfolio
Ipsos Healthcare
(646) 313-7717
pieter.derichter@ipsos.com

Joanna Butcher
Syndicated Marketing Director
Ipsos Healthcare
07818 422117
joanna.butcher@ipsos.com

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