

## **EPEMED European Knowledge Center is expanding focus**

***Luxembourg, 23 October 2015***

2015 is set to be the record year for diagnostic and personalised medicine transactions, with a record 27 deals between pharmaceutical and diagnostic companies already completed in the first half year. As the personalised medicine space continues to increase in relevance and importance, EPEMED together with DxInsights and Diaceutics is taking a closer look into the details behind the numbers to provide further insights into the industry trends.

The new personalised medicine deal data as well as other industry information is now available at the European Knowledge Center. The on-line Center was launched in 2014 as a joint project between DxInsights and EPEMED. The European Knowledge Center is a unique European library for the Personalised Medicine and Diagnostics industries offering interesting and comprehensive insight for EPEMED members, ranging from clinical, research, industry, regulatory, economic and education arenas.

Diaceutics brings in a new focus and analysis on corporate deals and partnerships in Personalised Medicine with a review of mergers and acquisitions deals publicly disclosed via press releases and news outlets.

“This is an exciting move forward and an important value added for our international community of members. The Knowledge Center continues to expand its unique educational experience and stands as the only integrated portal of key industry facts in Europe today” adds Mara Aspinall, EPEMED Director, DxInsights Founder, and Executive Chairman of GenePeaks.

As Personalised Medicine continues to reveal the ‘paradigm shift’ in healthcare and the pharmaceutical industry, we are seeing increasing investment in co-development of diagnostics for the pharmaceutical pipelines, both via merger and acquisition to boost in-house capabilities, and via partnering with existing players in the diagnostics arena.

“Capturing the key corporate trends sustaining the integration of personalised medicine is key and Diaceutics is excited to facilitate the communication of useful highlights in that space” said Sanna Jousi, EVP and Managing Director of Diaceutics and EPEMED member.

This new data section in the European Knowledge Center thus reflects the increasing deals and partnerships within the pharma, diagnostic and medical devices, as well as biotech and research organizations, on top of the venture capital funding flowing into the companies

EPEMED

THE  
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MEDICINE  
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offering new technologies such as sequencing and 'big data' information technology solutions.

"We are proud of this extended partnership which reflects once again the distinctive collaborative and dynamic spirit inherent to EPEMED in growing and expanding personalised medicine and diagnostic insights inside the European landscape" concluded Emmanuelle Benzimra, EPEMED General Delegate.

Browse our website and share your experience of the EU Knowledge Center at [www.epemed.org](http://www.epemed.org)

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**ENDS**

## **Notes to the editors**

### **About DxInsights**

*Founded by seasoned executives involved in all facets of the diagnostics industry from research to commercialization, DxInsights is dedicated to educating healthcare stakeholders on the power and impact of diagnostics to improve the care of patients and to reduce the cost of treatment. DxInsights gathers the most relevant information on the industry and communicates that through educational White Papers, a central reference website and national summit meetings highlighting innovation in diagnostics. DxInsights was founded by Mara Aspinall, former President/CEO of Ventana Medical Systems and Kristin Ciriello Pothier, Partner, Ernst & Young and co-founded by Hathaway Pease Russell, Partner, Foley Hoag and Terri Clevenger, President, Continuum Health Communications.*

Website: [www.dxinsights.org](http://www.dxinsights.org)

### **About Diaceutics**

*Diaceutics' unique combination of consulting, software and service solutions helps the pharmaceutical and diagnostic industries understand how to make the personalised medicine business model work for all stakeholders. Diaceutics optimize the planning, analytical and action steps needed for the successful research & development, commercialization and launch of targeted therapies.*

Website: [www.diaceutics.com](http://www.diaceutics.com)

### **About EPEMED**

*EPEMED acts for advancing personalised medicine in Europe and the breakthrough role of diagnostics and associated drug-companion diagnostics technologies in improving patient outcomes.*

*EPEMED is a central point of communication and coordinated actions that accelerates broader adoption of personalised medicine and high medical value diagnostics, and access to these treatments by patients across*

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*Europe, through recommendations over optimal regulatory and reimbursement routes, improved development of personalised medicine and advanced diagnostic tests, and education to help stakeholders better understand the needs and challenges around personalised medicine.*

*EPAMED is a dynamic, action-driven platform that does more than talk. Its objective is to introduce unique, high-value insights and resources that directly address the challenges confronting the efficient delivery of personalised medicines to patients across Europe.*

*EPAMED delivers on its objective via a combination of white papers, public fora, research studies and subcommittees activities focused on regulatory, economic and educational challenges in the European market context.*