

## **“DxInsights inside EPEMED”**

### **An EPEMED European Knowledge Center on Personalised Medicine and Diagnostics**

***Amsterdam, 13 November 2014***

EPEMED and DxInsights announced today their partnership during the joint EPEMED 4th International Conference and 3rd Health Economics & Personalised Medicine Symposium at the Netherlands Cancer Institute Amsterdam.

Both European and American organisations joined forces to launch an EPEMED European Knowledge Center with DxInsights Inside, a unique European library over Personalised Medicine and Diagnostics. Together they bring on the web the largest international database in the field.

This massive and centralized information source was unveiled in the presence of representatives of national governments, European institutions, industry, academia and prestigious research panels.

“This initiative is a strong addition to EPEMED - providing European specific data with targeted insights directly addressing the challenges confronting the efficient delivery of personalised medicines to European patients.” said Alain Huriez, MD EPEMED Founder and Chairman. Moreover, “EPEMED and DxInsights fully align towards educating healthcare stakeholders on Personalised Medicine and the paramount impact of diagnostics in improving patients’ care. Our partnership is a natural collaboration, adding to DxInsights’ reach as well as providing an important resource for the international healthcare community.” adds Mara Aspinall, EPEMED Vice-President and DxInsights Founder.

As a knowledge pooling tool, “DxInsights inside EPEMED” goes beyond providing information. It offers well organized interesting and comprehensive knowledge for EPEMED members on European personalised medicine and diagnostics, ranging from clinical, research, industry, regulatory, economic and education arenas.

EPEMED and DxInsights intend to expand personalised medicine and diagnostic insights inside the European landscape, and create a unique educational experience for their community of members, experts and partners with a quick reference and only integrated portal of key industry facts.

Find more information on [www.epemed.org](http://www.epemed.org) & [www.dxinsights.org](http://www.dxinsights.org)

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## **Notes to the editors**

### **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 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.*

*EPEMED 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.*

*EPEMED 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.*

### **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.*

*DxInsights' mission is to educate healthcare stakeholders on the power and value of diagnostics and their impact on improving patient outcomes and reducing costs.*