

SOPHiA DDM™ Awareness

Build sustainable commercialization strategies

Precision medicine targets a limited pool of biomarker-positive patients. Knowing if your target market tests for your biomarker of interest is critical for accurate commercial forecasts, efficient investments, and successful uptake of your precision therapies. Tap into SOPHiA DDM™ to quickly access a vast clinical research network and stay up to date with the rapidly-changing genetic testing landscape.

36%

of drugs fail to meet market expectations¹



Market Access

Determine the need to integrate **companion diagnostics** in your roadmap and operational plan by understanding the real-world genetic testing landscape in your target market.

Supply Chain Management

Determine the geographical distribution of **biomarker-positive populations** to deliver your precision therapeutics to the right target.

Medical Education Strategy

Understand the **gaps in care, knowledge, and capacity** in your target market to build more engaging medical education strategies and promote precision medicine adoption.



Benefits of SOPHiA DDM™ Awareness



Generate **accurate and data-first commercial forecasts** in less time by accessing Real-World Clinical Data



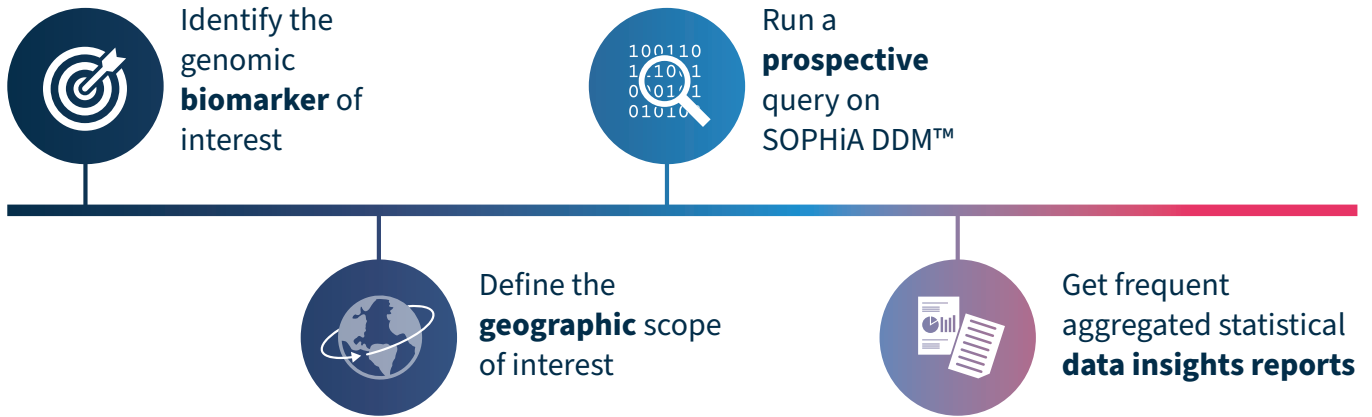
Improve your **go-to-market strategy** by understanding your customers' pain points and needs



Spend **less time** developing your clinical network and instantly tap into an established network of over 750 institutions worldwide

1. Ford J. et al. 2020. Key factors to improve drug launches. Deloitte Insights. Retrieved from <https://www2.deloitte.com/us/en/insights/industry/life-sciences/successful-drug-launch-strategy.html>

Optimize access to market with SOPHiA DDM™ Awareness



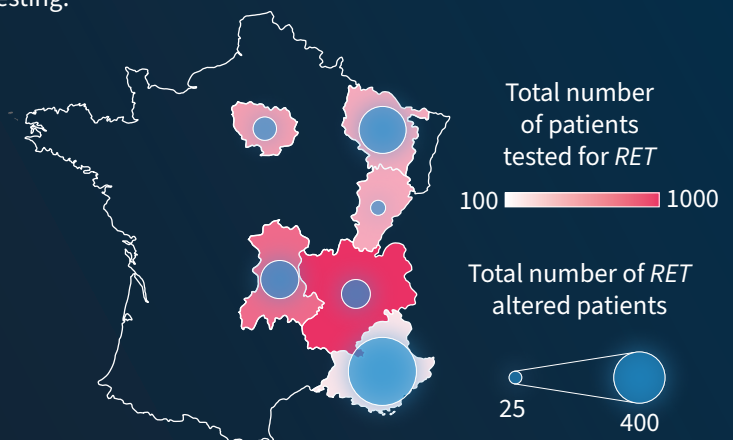
CASE STUDY

SOPHiA DDM™ Awareness Identifies Cluster of Patients with *RET* Alterations

RET gene alterations are rare (present in only 1-2% of NSCLC patients²) but critical drivers of growth and proliferation in diverse solid tumors. It is vital to cast light on current practices and to raise awareness about the importance of routine *RET* testing.

Key insights

- 1 In France, **2% of cancer patients** tested with NGS panels targeting *RET* alterations carried an oncogenic mutation or fusion.
- 2 According to the literature, all *RET* fusions identified in the population are associated with lung cancer.
- 3 Awareness reports helped pinpoint regions where patients could benefit the most from precision therapies targeting *RET* alterations.



2. Lipson D. et al. 2012. Nat Med. 18(3):382-384. doi: 10.1038/nm.2673

About SOPHiA GENETICS

750+

Healthcare Institutions

70+

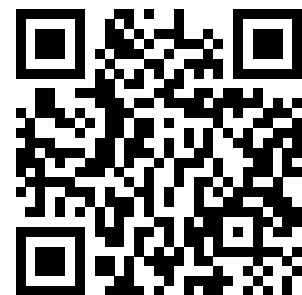
Countries

1 Million+

Genomic Profiles

SOPHiA GENETICS (Nasdaq: SOPH) is a healthcare technology company dedicated to establishing the practice of data-driven medicine as the standard of care and for life sciences research. It is the creator of the SOPHiA DDM™ platform, a cloud-based SaaS platform capable of analyzing data and generating insights from complex multimodal data sets and different diagnostic modalities. The SOPHiA DDM™ platform and related solutions, products and services were used by more than 750 hospitals, laboratories, and biopharma institutions globally in 2021.

Want to learn more?



Or contact us at:
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