

# 'Now it's personal'

## Making the case for pharmacogenomics



### Background

The launch by the FDA of a new set of guidelines on Pharmacogenomics (PGx) Data Submission provided DxS with an ideal opportunity to derive the maximum amount of pre and post-launch publicity among its target audiences in the pharma and biotech sectors for its specialised testing services.

### Objectives

To build its profile and increase awareness of its provision of pharmacogenomic testing services, DxS needed to:

- Secure coverage in the key pharma and drug discovery press
- Build the profile of its CEO (Dr Stephen Little)
- Secure speaker platforms at major conferences and events
- Position DxS in parallel with the major pharmaceutical leaders focusing on personalised medicine

### Tactics

De Facto recommended using the impending launch of the guidelines as a reason to brief key journalists and conference organisers in order to secure their interest in its implications and to offer DxS as a source of authoritative independent comment.

As the CEO of DxS was attending various pre-launch briefings, De Facto offered Scrip the chance of a regular update on the likely content of the guidelines. On the day of the launch, De Facto issued a pre-written statement from DxS welcoming the guidelines and commenting on its implications.

### Results

- A regular column attributed to Dr Stephen Little appeared in Scrip
- Post launch comment from DxS was published in: Scrip; GEN; PGx Reporter; and Biotech Week
- Articles were secured in six key journals

Furthermore, Dr Little has taken part in a number of major conferences and is now seen as an expert in the field of PGx testing and pharmacodiagnosics.

*"Working with De Facto to maximise the PR opportunities created by the launch of the FDA guidelines has certainly raised our profile with both the press and potential purchasers of our testing services."*

**Stephen Little, Chief Executive Officer, DxS**