A new diagnostic method for patient selection in clinical trials

**Select your** 

patients

# assav Guiding clinical trials

Maximize your success rate!

ΤМ

New tool for clinical trials Malignant hematological diseases or advanced cancer

Find the right patient for your drug!



## Guiding clinical trials

#### Oncology

Planning clinical trials in oncology can be very challenging in finding the right parameters for patient selection. Choosing an unreasonably broad range of patients can kill your drug candidate in a very early phase by reducing your success rate. Setting extremely specific criteria for participation can on the other hand limit your on-label use later when entering the clinical market.

In an ideal situation, you can simply introduce a tool for in vitro diagnostic use, where the patient selection is not based on a diagnosis or a specified patient group but more dependent on a specific way of discrimination. At the same time, the very same method can be adapted as a clinical diagnostic device to more efficiently enter the clinical oncology protocols which are often very rigid and based on long term use evidences.

If the drug previously failed in Phase II or Phase III, but showed moderate effect, it can still be very potent on specific patients. It is more or less a question of finding the right patient for your drug candidate and it can suddenly manifest superior results.

Introducing the iVV assay<sup>™</sup> platform in clinical trials would save invested capital and speed up the acceptance of the launched drug by the oncologists. Give your substance another chance you can resuscitate previously failed drugs that showed moderate effect



## The clinical workflow

Clinical trial substance

Previously less effective clinical trial substances

DEAD END

Selecting participating patients with iVV assay



by introducing a selection tool before you treat your patients in the clinical trial

Make your substance certified and recognized by increasing hit rate you speed up the certification procedure and make it more desirable for the clinical market





Phase II / Phase III: Increased hit



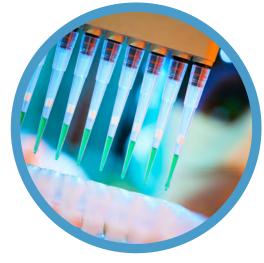


Market introduction

### **Clinical introduction**



Launched substance



Diagnostic laboratory





Choice of patient





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