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ASIA EDITION

Pacific Edge's Cxbladder achieves sales in the US

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Singapore: New Zealand-based cancer diagnostic specialist Pacific Edge has completed the first commercial sales of Cxbladder tests signaling the start of the commercial revenue for the company in the US. The tests were ordered by US-based clinicians and processed in Pacific Edge USA (PEDUSA)'s custom laboratory in Hershey Pennsylvania.

Cxbladder is a non-invasive laboratory test for the detection of bladder cancer that gives actionable results to make a meaningful difference in a patient's treatment. Earlier this week Pacific Edge finalized an agreement with national preferred provider network, FedMed to enable 40 million Americans to have access to Cxbladder. Negotiations are also underway with other national provider networks to broaden the access to Cxbladder.

The commercial relationship with FedMed provides FedMed's contracted insurance carriers, third party administrators, health and welfare funds, and self-insured health plans with access to Cxbladder. More than 40 million Americans have access to FedMed's National Provider Network of over 550,000 physicians, 4,000 hospitals and 60,000 ancillary care providers nationwide.

The commercial roll out of Cxbladder in July followed certification of the purpose built and equipped molecular diagnostic, CLIA approved, laboratory in Hershey.

PEDUSA chief executive officer Ms Jackie Walker said, "The laboratory, custom built for high throughput testing with the design capacity to process up to 4000 tests per week, is achieving the design expectations and the processing of patient samples is exceeding the prompt turnaround times expected by clinicians delivering on our brand promise".

"Our US sales and marketing team have segmented the market to focus the sales force and resources on the clinicians who are treating the largest number of bladder cancer patients. This includes large commercial payers and the Centre of Medicare and Medicaid Services (CMS), which provides healthcare for 100 million people or nearly a third of the American population.

Other key sales targets include the Veterans Administration (VA), Health Maintenance Organisations (HMOs) and Large Urology Groups (LUGS) who are the point of contact for many patients presenting with haematuria (blood in the urine) which is an early indicator of possible bladder cancer," said Ms Jackie Walker.

Pacific Edge chief executive officer Mr David Darling said the building blocks were in place to achieve commercial success in the US, the world's largest health market. "We are now starting to work with leading patient advocacy groups create patient awareness to compliment the growing uptake by clinicians," he added.

"With Cxbladder available to patients in New Zealand, Australia and now the US, patients who have cancer quickly become very aware of the long road of care management that is likely to be needed in their disease management and the extensive and invasive nature of the disease monitoring process. As they gain an understanding of Cxbladder and its non-invasive urine sample process they are becoming strong proponents of our test," Mr David Darling said.