

DxTerity Named PM360 Trailblazer 2018 Initiative Finalist for Best D2P Campaign

Los Angeles, CA – PM360, a publication for marketing decision makers in the pharmaceutical, biotech, and medical device industries, recently named DxTerity's EMPOWER Study Recruitment as a Trailblazer Initiative finalist for Best D2P Campaign.

DxTerity launched the EMPOWER study and directly recruited people living with multiple sclerosis (MS) to join and help researchers develop an at-home blood test that could assist doctors in monitoring a patient's MS disease activity and make treatment choices based on that patient's individual biology.

By leveraging its patented and proprietary technology, DxTerity enabled participants with MS to participate in the study from home by self-collecting a blood sample that was then shipped back to DxTerity's lab via traditional US mail for processing. DxTerity then processed the samples to evaluate gene expression levels associated with immune response.

DxTerity set up Facebook recruitment funnels to drive traffic to the study website and enroll participants who qualified through a secure clinical study platform, where participants would complete electronic patient reported outcomes (ePROs) and online surveys. DxTerity also engaged 5 key bloggers/influencers with MS to support the project and worked with a patient education website to help drive traffic and enrollment. In total, the campaign recruited ~1,000 participants with MS within 9 days.

Since 2009, the *PM360* Trailblazer awards have recognized outstanding achievement and innovation in healthcare marketing. Each year, nominations are judged by the *PM360* Editorial Advisory Board, a distinguished cross-section of industry experts. Winning initiatives were selected for their ability to stand out in the complex, ever-changing healthcare environment, and were judged on their ability to overcome challenges; the skill, innovation, and quality of planning and execution; and the effectiveness of the work.

"The road to being named a Trailblazer finalist is not easy," says Anna Stashower, CEO and Publisher of *PM360*. "All of our shortlisted initiatives faced stiff competition from hundreds of entries across the 17 categories. But these 81 finalists stood out with their innovative tactics and impressive results."

Finalists are acknowledged and winners will be honored during a special reception at Gotham Hall at 1356 Broadway in New York City on Thursday, September 13, 2018. Each year, the Trailblazer Awards Gala attracts more attendees from the pharmaceutical industry than any other industry event. Profiles of all of the night's winners will appear in *PM360*'s October issue.

About PM360

PM360 is the premier, must-read magazine for marketing decision makers in the pharmaceutical, biotech, and medical device industries. Published monthly, *PM360* is the only journal that focuses on delivering the full spectrum of practical information necessary for product managers and pharmaceutical marketing professionals to succeed in the complex and highly regulated healthcare environment. Follow the awards real-time on Twitter at [www.twitter.com/pm360online](https://twitter.com/pm360online).

About DxTerity

DxTerity is a molecular diagnostic and information company bringing the power of precision medicine to autoimmune diseases with From-Home RNA monitoring. DxTerity also provides services and technologies to partner organizations, including running population-scale genomic studies. For more information, please visit www.DxTerity.com or follow us on [LinkedIn](#), [Twitter](#), [Facebook](#).

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