

3 INFORMATION SERVICE PRODUCTS

(A) IVDNews™

- * Internet based, customized service to monitor market, industry, product events and trends.

IVDNews™ STC & MSTC (up to 3 articles)

- * Send To Colleague(s) allows you to send article(s) to others, along with comments, from your own issue

IVDNews™ PERSONAL LIBRARY

- * Data Management tool to set up personal files for important articles. No limit to the number of files set-up or times accessed. (IVDNews™ STC/MSTC can be added as an additional option.)

IVDNews™ TEAM LIBRARY

- * Subscriber (Team Leader) transfers articles from Personal Library including any comments. The Team leader assigns name and theme of file to allow members access to library and add comments. Team leader can have multiple files and all invited members can then add their own content.

IVDNews™ CE

- * Bi-weekly information service for key client customers. Contains only scientific/medical articles

IVDNews™ SEARCH

- * Retrospective search of back issues of IVDNews™ from subscription start or last 12 months. Includes ability to search by name of congress or keywords.

IVDNews™ REQUEST ORIGINAL

- * Click "REQUEST ORIGINAL" next to a scientific/medical journal article to order full text copy. *Copyright fee charge

(B) IVDNews™ QUARTERLY REPORTS

- * Molecular Deals
- * Financial Deals
- * Market Statistics

(C) IVDNews™ Data Analysis Reports

Specialized reports on biomarker use, technology adoptions, companies, etc.

WHAT IVDNews™ PROVIDES

1. Identify and monitor competitive product development activities.
 - Companies promote publications of clinical studies to build customer awareness and interest prior to launch.
2. Monitor competitive activities.
 - IVDNews™ captures investment presentations, press releases, FDA actions, patents, trade journal interviews, abstracts and posters at key congresses around the world that collectively describe competitive intent.
3. Expand the market for your products through identification of new test applications.
 - Labs publish new product uses that provide you with educational opportunities to inform customers of such new uses (i.e., IVDNews™ CE).
4. Identify product improvement for your products.
 - Labs publish product evaluations on your products and make recommendations thereby providing marketing and R&D opportunities to introduce an improved product.
5. Identify new product ideas.
 - Labs provide an ongoing source of new biomarkers as virtually all new commercial assays start as home-brews/ research assays.
6. Assist in defining product specifications for new products.
 - Labs establish the initial product specifications through the use of clinical specimens and interactions with the clinical staff.
7. Identify industry and market factors that will affect IVD testing and your market assumptions.
 - Governmental agencies, trade associations, medical and laboratory organizations publish new rules, proposals, standards and guidelines.
8. Obtain market research data.
 - Various organizations publish market and epidemiological studies and surveys that describe test usage, buying criteria, size of market, costs savings, etc.

**"Knowledge is power."
– Francis Bacon 1597**

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TOPIC PACKAGES AND INDIVIDUAL TOPIC SELECTIONS

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TOPIC SELECTION

(with subtopics as listed below)

GENERAL NEWS - FREE with paid topic

- UP TO DATE general news within the global IVD industry.

AUTOIMMUNE

- ANA/ ENA/ ANCA/ Cardiolipin/Gliadin/TTG
- CCP/ASCA
- New Markers

BLOOD BANKING

- Bacterial and Viral Screening
- Blood Screening/Typing
- New Markers (e.g. HLA, HPA)

BONE AND MINERAL

- Calcitonin/Procalcitonin/ IGF
- N-Telopeptide
- PTH/ Vitamin D
- New Markers (IGF-1, Sclerostin)

CANCERS

- Level 1 Immunoassay - (Prostate, Breast, Ovarian, Colorectal, Lung)
- Level 2 Immunoassay - (Skin, Cervical, Thyroid, Pancreatic)
- Level 3 (New Therapies)
- Level 4 Molecular - (Prostate, Breast, Ovarian, Colorectal, Lung)
- Level 5 Molecular - (Skin, Cervical, Thyroid, Pancreatic)
- Level 6 Molecular - MicroRNA's

CANCER PACKAGE

- (Includes 4 , 5 or 6 topics above)

CARDIOVASCULAR

- Troponin I/T
- BNP/NT – Pro BNP
- New Markers (e.g. Copeptin, PAPP-A, ST2, H-FABP)

CLINICAL CHEMISTRY

- Serum Electrolytes/Proteins/Blood Gas/Critical Care
- TDM/DOA
- Selected homogeneous & nephelometric immunoassays

COAGULATION/HEMOSTASIS

- Factor Assays (e.g., V, VI, IX)
- INR/ D-Dimer
- Platelet Aggregation
- New Markers

COMPANIES

- The Top 75 IVD Companies
- The Molecular 120 Companies
- Asia Pacific Market News

TOPIC SELECTION

(with subtopics as listed below)

CTC/Liquid Biopsies

DIABETES

- Blood Glucose
- HbA_{1c}
- Minimally Invasive

ENDOCRINOLOGY

- Pituitary, Adrenal, Steroid & Peptide hormones

FETAL DIAGNOSTICS

- Fetal DNA Diagnostics

GENOTYPING - VIRUSES

- HCV, HBV, HIV

HOSPITAL ACQUIRED INFECTIONS

- Economic and Demographic focus

IMMUNOASSAY PACKAGE

- Immunoassay Systems
- Autoimmune
- Cancer Level 1, Cancer Level 2
- Cardiovascular
- Bone and Mineral
- Endocrinology
- Infectious Diseases Level 1 or level 2
- Renal Disease
- Womens Health

INFECTIOUS DISEASES - VIRUSES/NON Hepatitis, HIV

- Level 1 - Immunoassay
 - Rotavirus/Norovirus, Parvovirus
 - Respiratory Viruses
 - HHV viruses
 - New Markers (e.g., Bocavirus, WUV, KIV)
- Level 3 - Molecular

INFECTIOUS DISEASES - NON VIRAL PATHOGENS

- Level 2 - Immunoassay
 - Group B Strep
 - Staph A/MRSA/VRE/ C.difficile
 - H. pylori / T. gondii
 - Atypical Pneumonia/ Mycobacterium Tuberculosis
 - New Markers
- Level 4 - Molecular/MALDI-TOF Anti Micro Resistance

TOPIC SELECTION

(with subtopics as listed below)

MICROBIOLOGY

- Identification and Susceptibility
- Blood Culture
- Bacterial Resistance

MOLECULAR DIAGNOSTICS PACKAGE

- Molecular Systems
- STD's
- Infectious Disease (Level 3, Level 4)
- Virology Level 3

NUCLEIC ACID TECHNOLOGY

- RT-PCR, PCR Enhancements /NGS
- DNA Probes and Labeling
- Nucleic Acid Purification/Separation
- Amplification Techniques

POC (All Assays)

- Point-of-Care/POCT
- Physician Office Lab
- Rapid Manual Testing

Renal Disease

- KIM-1/ NGAL/ Cystatin-c
- FGF23
- New Markers

STD'S

- Chlamydia/Gonorrhea
- Vaginosis

TISSUE BASED DIAGNOSTICS (Oncology)

- Level 1 ISH/Gene Expression
- Level 2 IHC/Proteomics /MALDI-TOF

VIROLOGY

- Level 1 Immunoassay (Hepatitis, Retrovirus)
- Level 3 Molecular (Hepatitis, Retrovirus)

Women's Health

- Pregnancy related biomarkers e.g. (PAPP-A, s-FLT-1, PLGF, s-Endoglin, SLHCGR)
- Reproductive technology/IVF biomarkers (e.g. AMH, Inhibins)

YOUR CHOICE

- CHOOSE your own topic (e.g., Hematology/Clin Flow, Prostate, Breast, Lung, Ovarian or Colon Cancer, Septicemia, Fetal Dx,) Single biomarker topics includes all methods (e.g., C.Difficile, Procalcitonin, BRAF, HPV.