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### PIERIANDX: ENABLING PERSONALIZED MEDICINE

*Tackling Complexity and Scalability Head On*

Medicine is getting more personalized, and more complex. The sequencing of the human genome and the identification of links between specific genetic variants and diseases have led to great advances in patient treatment and the rise of precision medicine. However, the increased use of Next Generation Sequence (NGS) testing presents two great challenges for healthcare organizations – scalability and handling the complexity of larger gene sets.

PierianDx addresses these challenges by enabling clinical labs to streamline workflow and access a single, integrated space that provides a curated knowledgebase, comprehensive analysis, insightful interpretation, and precise reporting. This “one-space” solution is **PierianDx’s Clinical Genomicist Workspace (CGW)** – a complete suite of solution modules accompanied by support services that provide a data-driven ecosystem for clinical labs to launch or expand their NGS testing programs.



**Clinical Genomicist  
Workspace (CGW)**

The PierianDx solution provides essential value for healthcare organizations seeking to advance their Personalized Medicine Programs:

- **A streamlined, integrated workflow** where no human intervention is needed from initiating the sequencing run to receiving the draft clinical report, resulting in economic efficiencies, reduced errors, and increased genomic testing throughput.
- **A complete summary of relevant, clinically actionable data** from dozens of established, aggregated sources transforms data into actionable clinical insights and treatment.
- **Complete control and ownership of patient variant data** critical for integrating treatments and outcomes essential for effective future diagnosis and patient care.

### PROVIDING THE COMPLETE SOLUTION FOR PERSONALIZED MEDICINE

*PierianDx Professional Services and NGS Gateway Program*

PierianDx is more than software. We provide a range of support services and programs to help healthcare organizations accelerate their Personalized Medicine programs and NGS testing initiatives:

- The **PierianDx NGS Gateway Program** allows clinical labs to access and customize a range of NGS assays right out of the box, providing a turnkey, virtual NGS lab in mere days. This program delivers clinically validated NGS tests for solid tumors, hematopoietic disorders, central nervous system tumors, and melanoma. Some of the benefits of this program include: enhancing the brand by making personalized medicine a competitive advantage; no capital outlay to get started; speed to market and; a bridge strategy toward bringing full NGS lab capabilities in house.
- **PierianDx’s Professional Services** ensure that clinical labs have everything they need to effectively manage the clinical NGS workflow and can begin case sign-out as rapidly as possible. Our professional services include: designing an NGS testing strategy; creating and validating custom gene panels and pipelines; setting up a CLIA-certified lab; developing a comprehensive validation plan for each panel; and final implementation of custom panels.



**NGS Gateway Program**

### THE PIERIANDX DIFFERENCE

*A Comprehensive Knowledgebase and Years of Experience*

With a legacy from industry leaders at Washington University, a pioneer in Personalized Medicine, PierianDx is a leader in genomic testing solutions. This legacy has enabled PierianDx to design the most powerful genomic data engine in the industry, the PierianDx Collaborative Knowledgebase™. This comprehensive database is comprised of millions of biomedical findings that are constantly updated from multiple clinical databases and proprietary sources to analyze and classify each detected variant. PierianDx’s knowledgebase allows CGW to deliver the most clinically actionable results available in the market.

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### FACT SHEET

- PierianDx's legacy began in 2003 with the Human Genome Project. The Washington University School of Medicine played a critical role in the HGP and developed the precursor of PierianDx's software platform, the Clinical Genomics Workspace (CGW), in 2011 to handle the increases workflow needed to conduct NGS testing.
- PierianDx was formed in 2014 and built onto the CGW platform with three successive product releases that added exome and whole genome support.
- On January 7, 2016, PierianDx closed \$9.25 million in Series A financing led by New York-based Health Catalyst Capital Management (HCCM). Joining HCCM in the investment round was a venture investing affiliate of Ocean Road Advisors, Inova Translational Medicine Institute (ITMI), and ARUP Laboratories. Chardan Capital Markets, LLC, acted as the sole placement agent for the offering.
- PierianDx currently has more than 23 clients that include academic medical centers, health systems, cancer centers, children's hospitals and commercial labs.
- PierianDx employs more than 46 people at its headquarters in St. Louis and its office in India.
- The PierianDx management team includes executives with deep healthcare backgrounds, include: Ted Briscoe, CEO; Rakesh Nagarajan, MD, PhD; Jim Howard, Senior Vice President of Sales; Catherine Cottrell, MD, PhD, Medical Advisor; and Brad Herrick, Chief Marketing Officer.
- PierianDx founders include: Herbert W. Virgin, MD, PhD; Jeffery D. Millbrandt, MD, PhD; Karen Siebert, PhD; and John Pfeifer, MD, PhD.
- PierianDx Board of Directors includes: Charles Boorady, Ted Briscoe (CEO), Frederick Hessler and Bryan Carey.

### TEAM BIOGRAPHIES

#### Ted Briscoe

##### Chief Executive Officer (CEO)

Briscoe has extensive experience building and managing high growth technology businesses. As Managing Partner at Nidus Partners, Briscoe has helped launch and grow seven early-stage ventures based on technology licensed from academic research institutions. Prior to Nidus, Briscoe led a team building tools for managing environmental commodities at TeraVista Systems, served as CEO of Vibe Solutions Group, and as president and chief operating officer of Ask Jeeves, propelled the search engine from the 312th ranked Internet site to the 12th largest site on the Web, while building the company into one of the most widely recognized Internet brands.

Briscoe spent four years at Iomega as president of the Zip drive division where he was integral in leading the company's growth from a \$140 million business to a nearly \$2 billion industry leader. Briscoe spent eight years at Apple Computer where he served as Assistant to the President of Apple USA, Director of Sales and Marketing for Apple's Personal Interactive Electronics Division, and led sales efforts in building the K-12 and higher education business.

Briscoe's global business development experience includes negotiating licensing, manufacturing, and distribution agreements in Asia, Europe, and North America. He has raised over \$100mm in venture and private equity capital and is the holder of two patents.

**Rakesh Nagarajan, M.D., Ph.D.**  
**Chief Biomedical Informatics Officer**

Dr. Nagarajan is an Associate Professor in the Washington University School of Medicine Departments of Pathology & Immunology and Genetics, Director of the Center for Biomedical Informatics (CBMI), and Director of Biomedical Informatics at the Genomics and Pathology Services (GPS). Dr. Nagarajan and his group have developed and support broad biomedical informatics infrastructure to facilitate clinical and translational research and to support clinical genomic testing within the GPS.

With more than 50 peer-reviewed publications, his laboratory collaborates on clinical and genomic projects by leading *in silico* analyses of diverse complex disease data sets. Dr. Nagarajan has significant management, leadership, and operational experience with: (1) a multi-million dollar operational budget in the CBMI and (2) oversight of more than 50 onsite staff and contractors.

**Jim Howard**  
**Senior Vice President, Sales**

As Sr. VP of Sales, Jim Howard is charged with building out PierianDx's customer-facing teams to strategically partner with hospital systems and academic medical centers utilizing next generation sequencing (NGS).

Howard brings with him 20+ years of sales leadership expertise and success with healthcare start-ups including Pharmacy OneSource, a clinical solution provider to hospitals, sold to Wolters Kluwer Health for \$67 million. Most recently Howard served as VP, Sales in the Medical Systems group at CareFusion where he drove the ICU-optimization application launch. CareFusion was sold to Becton, Dickinson and Company in 2015 for \$12.2 billion.

Howard received his BA in Business Administration from Drury University and his MBA from the University of Missouri-St. Louis. He currently serves on the board of directors of St. Louis-based MagBiosense, an early-stage cardiac diagnostic device company.

**Brad Herrick**  
**Chief Marketing Officer**

With more than 20 years experience in healthcare marketing, Brad has an established track record of building top performing teams, brands and growth strategies for healthcare organizations and health technology companies. As the CEO of Surge Agency, Brad is a catalyst for range of start-up companies, who have gone from ideation and inspiration to awareness, growth and revenue realization. Brad served as head of digital strategy for one of the largest non-profit health systems in the country, Mercy Health, and was the out-sourced VP of Marketing for one of its primary hospitals in Arkansas for more than 3 years. Brad was also a part of the marketing management teams for Vibe Solutions Group, Iomega, Metiom and Lab Safety Supply.