

# Omico Message Matrix

When communicating about Omico, please refer to the provided language and messages below as your helpful reference guide.

Brand Platform	<b>CANCER MEETS ITS MATCH</b>				
Universal Value Proposition	Omico is changing the way we fight cancer by accelerating the use of precision oncology as a research-led model of care, matching a patient's cancer genomic profile to clinical trials with new targeted treatments more efficiently than ever before.				
PrOSPeCT & CaSP Value Proposition	<p>PrOSPeCT, enabled by public-private funding and partnerships, is the largest cancer genomics initiative in Australia, opening up new treatment pathways to improve outcomes for patients with advanced or incurable cancers and positioning Australia as a premier location for precision oncology trials.</p> <p>Over 27 months, PrOSPeCT's Cancer Screening Program (CaSP) will provide free genomic profiling to 23,000 Australians with advanced or incurable cancers and identify potential matches for patients to clinical trials with new precision treatments.</p>				
Stakeholder	CLINICIANS	PATIENTS	PAGs	INDUSTRY	RESEARCHERS
Value Proposition	Accelerated access to free comprehensive genomic profiling and potential matching to clinical trials with new targeted treatments for improved patient outcomes.	Accelerated access to free genomic testing and potential matching to clinical trials with new targeted treatments.	Be an active partner in accelerating patient access to free genomic testing and potential matching to clinical trials with new targeted treatments.	Accelerate patient recruitment for your precision oncology clinical trials, saving you time and money.	Accelerate patient recruitment for your precision oncology clinical trials. Include PrOSPeCT in your trial protocol proposal.
Key Messages	<ul style="list-style-type: none"> <li>Through CaSP, your patients with advanced or incurable solid cancer can have free access to comprehensive genomic profiling to identify potential matches to clinical trials with new targeted treatments.</li> <li>Patients can be referred at any stage of their cancer journey, and irrespective of tumour type or histology.</li> <li>Make personalised treatment decisions based on recommendations that match the patient to clinical trials with new targeted treatments via a report from the team of experts in our Molecular Oncology Board (MOB).</li> <li>The MOB report is provided to the referring doctor within 8-10 weeks from patient referral; 5-6 weeks for urgent cases.</li> <li>Clinicians can assess patient eligibility and refer patients to CaSP via the Omico website.</li> </ul>	<ul style="list-style-type: none"> <li>Genomic testing is the latest advancement providing an in-depth analysis of your cancer's unique genetic makeup. This allows your cancer doctor to identify potential matches to clinical trials with new precision treatments that target your individual cancer.</li> <li>Omico, a not-for-profit organisation on a mission to change the way we fight cancer, is currently providing access to free genomic testing.</li> <li>Your cancer doctor will assess your eligibility and complete the referral forms to get you started.</li> </ul>	<ul style="list-style-type: none"> <li>Genomic testing is the latest advancement providing an in-depth analysis of the unique genetic makeup of a patient's cancer. This allows cancer doctors to identify potential matches to clinical trials with new precision treatments that target the patient's individual cancer.</li> <li>Omico, a not-for-profit organisation on a mission to change the way we fight cancer, is currently providing 23,000 Australians with advanced or incurable cancers access to free genomic testing.</li> </ul>	<ul style="list-style-type: none"> <li>Turn unfeasible trials into feasible by overcoming the challenges of patient recruitment in your precision oncology studies.</li> <li>Whether your study is lagging behind in the recruitment process or you'd like to accelerate patient recruitment in an upcoming trial, Omico can save you time and money through our landmark initiative, PrOSPeCT.</li> <li>PrOSPeCT's nation-wide screening program means accelerated patient recruitment with the potential for immediate access to pre-screened patients.</li> <li>Tap into our national network of clinicians and researchers - 43 centres (and growing) across Australia are actively participating in PrOSPeCT, and we can provide guidance on site selection.</li> </ul>	<ul style="list-style-type: none"> <li>Plan for the challenges of patient recruitment in your precision oncology studies when you are designing your protocol.</li> <li>Omico can save you time and money by accelerating patient recruitment through our landmark initiative, PrOSPeCT.</li> <li>PrOSPeCT's nation-wide screening program means accelerated patient recruitment with potential for immediate access to pre-screened patients.</li> <li>The ongoing PrOSPeCT patient database may already have your target patients identified.</li> <li>Tap into our national network of clinicians and researchers - 43 centres (and growing) across Australia are actively participating in PrOSPeCT, and we can provide guidance on site selection.</li> </ul>
CTA	Refer your patients with advanced or incurable cancer to CaSP today.	Ask your cancer doctor about accessing free genomic testing now.	Recommend patients with advanced or incurable cancers ask their cancer doctors about free genomic testing through Omico now.	Talk to Omico about how to accelerate patient recruitment through PrOSPeCT.	Include PrOSPeCT in your trial protocol proposal.