Revolutionizing Cancer Care through the Promise of Personalized Medicine

KEW Group is focused on revolutionizing cancer care by empowering oncologists to create personalized treatment approaches for their patients using genetic sequencing technology and best-in-class scientific and clinical knowledge.

Why Personalized Medicine?
Our ability to identify and understand the expanding role of genetic mutations has transformed oncology care. Characterizing each patient’s unique tumor genetics allows oncologists to tailor treatment approaches, individualized to each patient, and access clinical trial opportunities in a manner previously unimaginable.

KEW’s Unique Approach
Integrating personalized medicine into real-world clinical practice is complex. KEW’s comprehensive set of products and services combine to enable oncologists to overcome these complexities, and implement practical, action-oriented, personalized medicine solutions.

BY THE NUMBERS

1.6 million Expected new diagnoses of cancer in 2014 in the U.S.

80 Percent of cancer patients treated in community oncology practices

400+ Genes known to play a role in solid tumors; all sequenced by CancerPlex℠

40+ Approved drugs that target genetic drivers of cancer, with hundreds more in clinical development

KEW’S PRODUCTS & SOLUTIONS

KEWCancerPlex℠
The comprehensive genomic test for the accurate, thorough and timely molecular diagnosis of solid tumors

KEWTpX
Evidence-based pathways to guide optimal treatment decisions for all stages of a wide range of major cancers

KEWOncologyNetwork
Network of clinicians and community oncology practices contributing collective expertise to advance personalized care
CancerPlex™ is the comprehensive and sophisticated genomic test for the accurate, thorough and timely molecular diagnosis of solid tumors.

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<th>Key Benefits</th>
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<td>Determines sequence of &gt;400 cancer genes simultaneously</td>
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<td>Simplifies and streamlines the test-ordering process by eliminating the need for serial tests</td>
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<td>Delivers a comprehensive report with actionable data</td>
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<td>Informs optimal treatment options with approved therapies or potential ongoing clinical trials</td>
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**Process at-a-glance**

CancerPlex testing is performed at KEW MDx, KEW’s state-of-the-art CLIA laboratory in Cambridge, MA. Here’s how the process works:

1. Oncologist orders CancerPlex™
2. KEW facilitates tumor specimen retrieval from pathologist
3. Specimen analyzed at KEW’s CLIA lab, sequencing >400 cancer genes
4. Report returned to oncologist

**Seeing the bigger picture**

CancerPlex reveals genetic and genomic changes impacting a patient that may otherwise remain undiscovered by limited genetic screening or a less comprehensive test.

**KEW TPx**

KEW’s TPx Treatment Pathways empower oncologists to utilize the latest advancements in drug development and genomic science to select highly individualized, patient-specific treatment approaches.

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<td>Developed collaboratively by KEW scientists and physicians, prominent academic leaders and community oncologists from around the country</td>
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<td>Span a wide range of major cancers, subtypes, and stages</td>
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<td>Include information about clinical, imaging, laboratory and molecular diagnostic testing</td>
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<td>Updated regularly to ensure the most current, evidence-based genomic insights</td>
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<td>Easily accessible to members of the KEW Oncology Network</td>
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**KEW Oncology Network**

The KEW Oncology Network is comprised of clinicians and oncology practices that contribute their collective clinical and treatment expertise to help advance patient-specific treatment approaches and standardize the use of personalized cancer care in the community-based practice setting.

**Order CancerPlex**

Visit [www.kewgroup.com](http://www.kewgroup.com) to learn more or to order CancerPlex.

**Contact KEW**

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