

# pharma

*TECH OUTLOOK*



**PHARMA  
ANALYTICS**  
Edition



Gary MacRitchie,  
CTO

Dr. Ronnie Andersson,  
CSO

# 1st Oncology™



**DRIVING DISCOVERY OF NEW OPPORTUNITIES  
IN CANCER DRUG DEVELOPMENT**



**1st** Oncology™



*The annual listing of 10 companies that are at the forefront of providing  
Pharma Analytics solutions and transforming businesses*

COVER STORY

# 1stOncology™

## DRIVING DISCOVERY OF NEW OPPORTUNITIES IN CANCER DRUG DEVELOPMENT



**We differentiated our technology and expertise away from being generalists to solely focus on cancer with our market-leading 1stOncology drug intelligence platform**

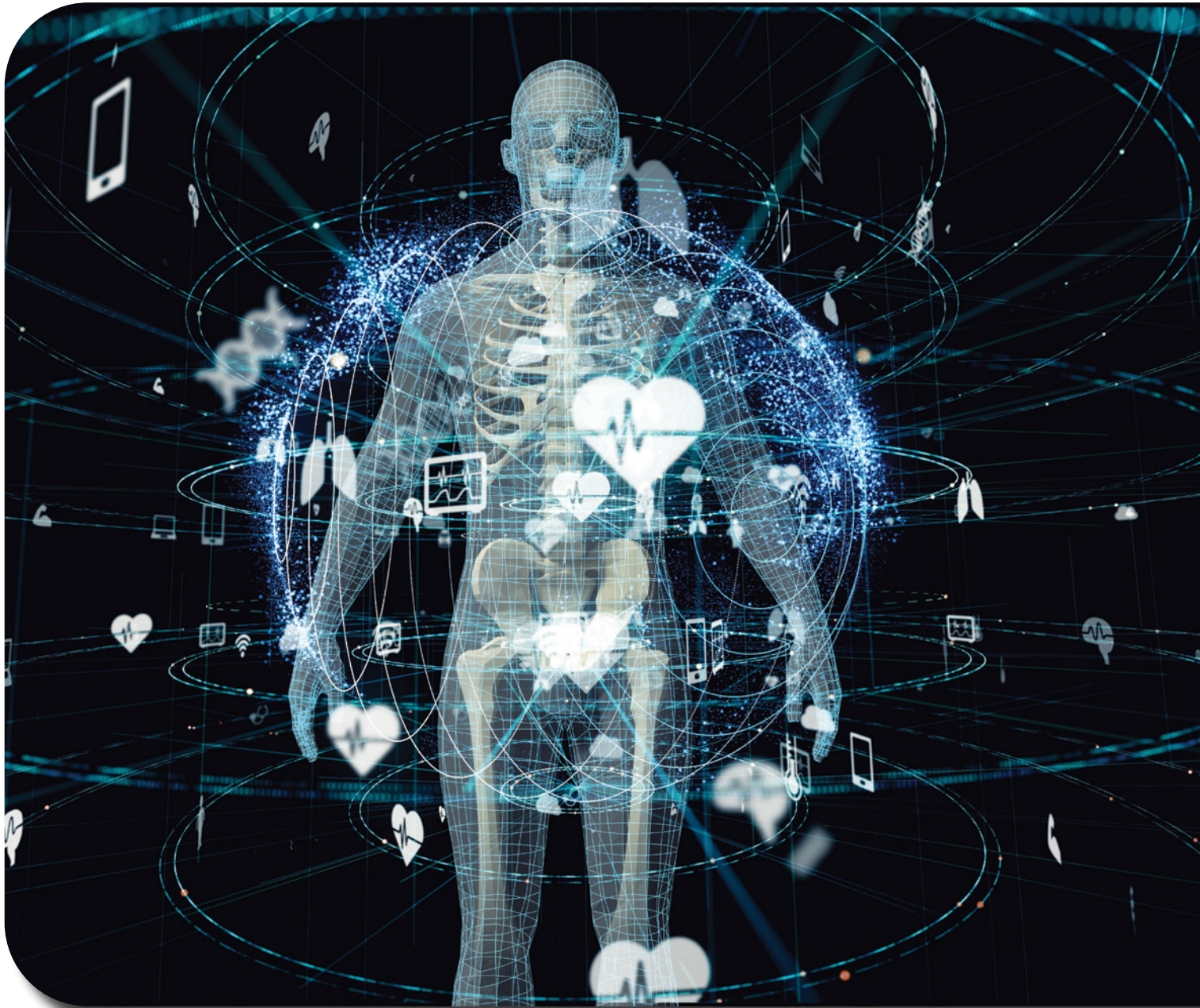
**O**ncology is the leading therapeutic area for innovation and so far, 2022 has seen the emergence of close to 1,500 drug candidates and more than 70 new drug targets. For more than 20 years, BioSeeker Group has focused on intelligence and analysis in cancer therapeutics. The company's flagship cancer drug development analytics platform, 1stOncology, has powered world-leading cancer drug developers, investors, and assay/diagnostic companies with analysis and data that support their planning and decisions in the lab, clinic and boardroom.

"Each therapeutic area has its own particular needs and challenges," says Dr. Ronnie Andersson, CSO at BioSeeker Group. "To better serve this industry, we differentiated our technology and expertise away from being generalists to solely focus on cancer with our market-leading 1stOncology drug intelligence platform. This is in line with how the industry itself specializes in different therapeutic areas."

"We work with our own unique worldwide advisory network of key opinion leaders to ensure 1stOncology meets the demands of where cancer drug development is today" continues Dr. Andersson. "Everyone knows that keeping track of new technologies, start-ups, M&As, and the many thousands of clinical trials globally is virtually impossible without a dedicated analysis solution— but where 1stOncology truly shines is in its unmatched approach and features which are catered to the particular challenges faced in oncology".

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TECH OUTLOOK

TOP 10  
**PHARMA ANALYTICS**  
SOLUTIONS PROVIDERS - 2022





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**Our goal with 1stOncology has always been to provide a service with high impact throughout a clients' business, from C level, through business development and into R&D, without users having to be bioinformaticians or patent experts.**



**Our mission is to deliver a superior intelligence service to cancer drug stakeholders and to make 1stOncology the go-to solution for those who are serious about their investment in oncology**


As an example, Dr Andersson points out how BioSeeker responded early to the industry's need to better understand the use of biomarkers in its move toward personalized medicine. "We built a portfolio of more than 2,000 cancer-related biomarkers into 1stOncology which are constantly monitored across tens of thousands of clinical trials and their related results to provide a depth of insight available nowhere else."

The story of BioSeeker has been one of operating at the junction between the understanding of science, business, and information technology. An influential factor enabling BioSeeker to become a market leader is its presence in two great technology hubs with their engineering and AI team based in Stockholm, Sweden and industry analysts based at the epicenter of the global pharma industry in Boston/Cambridge, Massachusetts. This gives BioSeeker great proximity to internationally recognized key opinion leaders and innovations.

"1stOncology is a real marriage between technology and our expert human analyst team," states Gary MacRitchie, CTO at 1stOncology. "We employ aspects

of machine learning and artificial intelligence on top of a huge network of sources and internal tools so that our clients can quickly understand the competitive landscape while fully preparing themselves before major cancer conferences or deal-making meetings."

"Our goal with 1stOncology has always been to provide a service with high impact throughout a clients' business, from C level, through business development and into R&D, without users having to be bioinformaticians or patent experts. So, we really focused on making it easy to create a clear picture out of huge data sets, with easily shared dashboards, infographics etc."

When asked about the response they get from clients, Gary tells: "We recently had a world-leading pharma company who benchmarked 1stOncology against the major competing intelligence services in the area of immune checkpoint inhibitors and combination therapies. When they revealed that we provided the best coverage, it was yet another testimonial validating our mission to deliver a superior intelligence service to cancer drug stakeholders and to make 1stOncology the go-to solution for those who are serious about their investment in oncology." 

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