

# LABORATORY ECONOMICS

## *Competitive Market Analysis For Laboratory Management Decision Makers*

### **70% of Life Sciences Companies Use Digital Pathology**

**S**eventy-percent of pharmaceutical companies and contract research organizations (CROs) currently use digital pathology, according to a February 2023 survey of life science executives. The survey, which was conducted by Atheneum on Proscia’s behalf, collected responses from 40 C- and VP-level respondents from the United States, Europe, the Middle East and Africa

The survey also found that 83% of non-users plan to adopt digital pathology by the end of this year. This would bring the level of use among pharma companies and CROs to 95%.

The top reasons for going digital include: Improve collaboration and operations (cited by 83%) and get new drugs to market faster (80%).

The survey also found that 82% of organizations that use digital pathology have implemented AI applications. One hundred percent of non-users plan to deploy AI this year.

### **Implications for Clinical Use at Pathology Labs**

Nathan Buchbinder, Co-Founder and Chief Product Officer at Proscia, says that the near-universal use of digital pathology at life sciences firms has implications for clinical use at pathology labs.



*Nathan Buchbinder*

“The life sciences community has validated the technology and, in many cases, expanded the use cases, technical capacity, and value propositions of digital pathology. This serves as fodder to fuel clinical adoption,” according to Buchbinder.

“We also see a flywheel effect as some of the digital pathology innovation in the life sciences translates directly into clinical practice. This can be observed with digital companion diagnostics and digital biomarker quantification. PD-L1 digital companions, as an example, enable a more consistent and efficient interpretation of a patient’s biopsy and immunotherapy selection.”

#### **Top Reasons Life Sciences Companies Use Digital Pathology**

Improve collaboration and operations.....	83%
Get new drugs to market faster.....	80%
Align with other functional areas that are digital.....	73%
Reduce costs.....	68%
Create new data assets for research.....	55%
Attract better talent.....	25%

Source: Proscia 2023 Life Sciences Digital Pathology Adoption Survey