

# INNOVATIVE SOLUTIONS

## revolutionizing the market of infectious disease diagnostics



MOBIDIAG IS BRINGING ALTERNATIVE SOLUTIONS TO THE ROUTINE DIAGNOSTICS OF INFECTIOUS DISEASES BY MAKING RAPID AND COST-EFFECTIVE DNA-BASED TECHNOLOGY ACCESSIBLE TO ALL SIZES OF CLINICAL LABORATORIES.

PCR (Polymerase Chain Reaction) was developed in the 1980s and is a well-established DNA-based technology. Targeted DNA is amplified quickly and precisely up to a billion times allowing detection of specific pathogens, even in very small amounts. As a result, this method has been recognized to be a key technology for diagnostics but the cost and difficulty of use have posed challenges. “Besides PCR, the traditional culture method is still very commonly used. It is an affordable but slow and not very precise method for infectious disease detection. We wanted to address these limitations and offer an alternative solution with the Novodiag product line” explains **Tuomas Tenkanen**, CEO of Mobidiag.

Based on PCR technology, the upcoming Novodiag® system developed by Mobidiag automatically analyses a patient sample placed in a disposable cartridge and delivers ready to use results. From the user’s perspective, the system can be used effortlessly, with very limited hands-on-time, without much technical expertise and in a cost-efficient manner thanks to competitive pricing of the Novodiag® complete solution.

“One of our cartridges can identify dozens of targets, including the majority of bacteria that cause diarrhea, for instance. The tests can also be used to identify the bacteria’s sensitivity to antibiotics. With quick and reliable results, our fully-automated system can support early decision making prior to any treatment delivery and also improve patient care by reducing for example the unnecessary use of antibiotics,” explains Tenkanen.

Overuse of antibiotics has been one reason for the development of so-called



Tuomas Tenkanen, CEO of Mobidiag, with the fully-automated Novodiag® solution.



*Novodiag brings the power of molecular diagnostics into routine use for on-demand targeted and syndromic testing, a combination unachieved by other providers.*

superbugs, which, according to WHO, poses a serious threat to all of humanity. In that sense Mobidiag will participate to the fight against antibiotic resistances with a dedicated Novodiag® test for the detection of most relevant superbugs.

Tens of millions of euros have been invested in Mobidiag’s unique product development and proprietary technologies. In addition to private investors, the broad financier base includes the European Investment Bank (EIB), as well as state-owned investors Tekes and Finnvera in Finland and BPI in France. The company has also successfully raised capital through crowdfunding.

Novodiag® is set to be released on the market in the upcoming months. Sales channels are already opened in Finland, Sweden, France and Great Britain and Mobidiag is now actively developing its business towards other European countries and the US. ●