

PERTHERA AND SIDE-OUT FOUNDATION ANNOUNCE INNOVATIVE CLINICAL PARTNERSHIP

*DELIVERING PRECISION MEDICINE TO
ADVANCED BREAST CANCER PATIENTS
ACROSS THE NATION*

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UNITED STATES , May 20, 2021
/EINPresswire.com/ -- Perthera, a
market leader in Precision Oncology,
and The Side-Out Foundation, a not-
for-profit organization focused on
advancing clinical research in breast
cancer, have forged a comprehensive
partnership to deliver precision
medicine and personalized treatment
recommendations to physicians and
patients throughout the country.
Together, Perthera and Side-Out are
launching a national clinical study
program to improve outcomes for
patients with advanced breast cancer,
demonstrate the impact of precision oncology and accelerate clinical trial enrollment across the
nation, to advance medicine & science through groundbreaking research publications.

The Perthera logo, featuring the word "Perthera" in a black, sans-serif font. To the right of the word is a blue arrow pointing to the right, with three horizontal lines above it, suggesting motion or speed. Below the word "Perthera" is the tagline "The Therapeutic Intelligence Company™" in a smaller, black, sans-serif font.The Side-Out Foundation logo, featuring the words "SIDE-OUT" in a large, bold, pink, sans-serif font. The letter "O" in "OUT" is replaced by a pink silhouette of a hand with the index finger pointing up. Below "SIDE-OUT" is the word "FOUNDATION" in a smaller, black, sans-serif font.

“We are excited to partner with Perthera on this initiative and are confident it will have a dramatic impact on breast cancer care for patients, now and long into the future,” said Rick Dunetz, Executive Director of Side-Out. “With combined efforts spanning over a decade of work in precision medicine research and focused breast cancer research between our organizations, this will be a strong partnership to make a difference in advanced breast cancer management. Perthera’s Multiomic Precision Oncology Analysis is clinically proven to increase both overall survival and progression-free survival for patients receiving precisely matched, personalized treatment recommendations. Perthera’s Platform also delivers a best-in-class ability to expand clinical trial enrollment and seamlessly capture comprehensive patient outcomes to advance clinical research. Through these innovative capabilities, we aim to advance care for breast cancer

patients today and for future patients through our contributions to medicine and science.”

Funded through Side-Out’s philanthropic support, all patients who have been molecularly profiled or who have upcoming testing can be enrolled in the program, regardless of geographical location or insurance status. Perthera’s highly trained clinical team will coordinate everything for each patient to ensure they can receive the testing required to advance their care and participate in the program. Patients, their oncologists and care teams, will be provided with significant resources, including Perthera’s precisely matched treatment recommendations proven to increase survival, clinical trial matching services shown to increase enrollment at 5X the national average, and Side-Out’s economic support to ensure patients receive these resources regardless of barriers. This program will capture highly comprehensive patient outcomes for utilization in research and publications to benefit breast cancer patients worldwide.

“We are highly enthused to be launching this Program with a leading breast cancer research organization such as The Side-Out Foundation. Which has advanced clinical trials and research for breast cancer patients for over a decade,” said Gary Gregory, CEO of Perthera. “Together, through our patient-centric clinical study designed to benefit more than thousand patients across the nation. Not only will we deliver our decision support and clinical trial matching to oncologists and patients, but through our outcomes capturing capabilities, we aim to build one of the world’s most comprehensive, breast cancer, Real World Evidence database. Side-Out’s leadership and mission is focused on patient driven research and the results of that research. They are partnering with Perthera to realize their vision by our harnessing the power of medicine, science and data, which will undoubtedly drive this program to be a resounding success.”

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About the Side-Out Foundation

The Side-Out Foundation is a not-for-profit organization that was established in 2004 to make a significant and identifiable impact on the lives of metastatic breast cancer patients and their families. Side-Out’s precision medicine research matches patients with treatments and uses the

outcome data produced from this to draw conclusions, challenge the standard level of care, and change the trajectory of the disease. Since its inception, Side-Out has raised over \$10 million for its proprietary clinical trials through unique and creative grass roots programs in the sport of volleyball with educational and community-driven events such as Dig Pink® and the Side-Out Ambassador Program, creating advocacy for the metastatic breast cancer community.

About Perthera

Perthera is a leading Precision Oncology Company advancing cancer care through our Precision Medicine Platform. Our innovative technology precisely matches cancer patients with ranked treatment recommendations and has been utilized by over 250 US healthcare sites and by more than 10% of all oncologists. We have developed a turnkey Precision Oncology Platform with an AI-driven Intelligence Engine, which has been clinically proven to extend cancer patients' overall survival rates by over a year and progression-free survival rates by a factor of 2.4X. Perthera positions hospitals and physicians to deliver best-in-class cancer care to improve patient outcomes and save lives without altering their current clinical practices, patient flow, or lab preferences. The Perthera Platform also offers a highly comprehensive Precision Cancer Database and well-curated Real-World-Data, which delivers significant value to BioPharma (Pharma, Biotech, Drug Development, and Clinical Research Organizations).

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