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Proteomics launches predictive kidney disease test in Australia

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Proteomics International Laboratories has launched its breakthrough PromarkerD predictive test for diabetic kidney disease (DKD) in Australia.

The test will be wheeled out to doctors in Western Australia and the Northern Territory first before going nationwide.



Assay plates on an automated platform using PromarkerD to test for the early signs of chronic kidney disease in type 2 diabetes patients.

In an exercise of good timing, the launch was planned to coincide with World Kidney Day, which the company says will help spotlight the product as a significant addition to a health professional's armoury. It comes as the industry promotes the importance of early detection and intervention in kidney disease.

PromarkerD is a novel blood test that provides a crucial early warning for chronic kidney disease in patients with type 2 diabetes, by predicting the onset of the condition up to four years in advance.

‘We are excited to officially launch PromarkerD in Australia.’

Proteomics International managing director Dr Richard Lipscombe

By grabbing a decent head start on intervention, doctors can better manage at-risk patients, potentially leading to a reduced need for dialysis and kidney transplants. On top of improving patient outcomes, economic dividends will also be achieved by lowering long-term healthcare costs.

Diabetes is the leading cause of chronic kidney disease worldwide, so the stakes are high. In Australia alone, more than 1.3 million people live with diabetes. According to the International Diabetes Foundation, more than half of those patients are also at risk of developing kidney disease.

Proteomics International managing director Dr Richard Lipscombe said: *“We are excited to officially launch PromarkerD in Australia, particularly on World Kidney Day, which underscores the importance of early diagnosis and prevention.”*

The company will collaborate with primary care networks, diabetes clinics and professional bodies to promote the use of its product across Australia as the go-to option to identify patients at low, moderate and high-risk of developing diabetic kidney disease. To kick off sales, Proteomics is making PromarkerD available through a direct-to-consumer model and is currently asking individuals to visit its website to register interest in first access before the test is licensed to major players in the diagnostics industry.

The test will cost patients \$245, however, the company is talking to health insurers and the federal government to unlock rebates which could make the product more accessible for patients.

PromarkerD’s commercial launch in Australia marks a massive moment for Proteomics and officially fires the starting gun on a global roll-out strategy.

Beyond domestic sales, the company kicked off an assault on the United States market last month by opening a clinically certified laboratory in California offering a range of novel blood tests direct to patients.

It is also in active market discussions with European partners to soon introduce the test there.

Proteomics has a pipeline of products under the proprietary Promarker platform, developing up precision diagnostic tests, including PromarkerEso for oesophageal cancer and PromarkerEndo for endometriosis.

The company says the successful direct-to-consumer digital model set up for PromarkerD could be replicated for other future diagnostic offerings, creating a scalable business model with multiple revenue streams.

The progress of the company's product launch is likely to be of interest to punters as PromarkerD appears to have huge market potential. With a global diabetic population of more than 500 million, the predictive test stands every chance of becoming a global standard in kidney disease diagnostics.

If the company's sales model is successfully executed, its innovative test may redefine how diabetic kidney disease is managed worldwide. In the process, it will shine a spotlight on Proteomics as a frontrunner in precision diagnostics.

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