



## Health economic model for introduction of NanoEcho's diagnostic method: basis for care decisions and pricing strategy

**NanoEcho has, in collaboration with health economic experts, developed a model for health economic analysis of the introduction of NanoEcho's method in healthcare, with the aim of investigating the potential cost-effectiveness. The health economic model shows that the introduction of NanoEcho's diagnostic method has the potential to generate health economic gains. This analysis will form an important basis for NanoEcho's pricing strategy in the upcoming market launch.**

The Institute for Healthcare Economics (IHE) has developed a health economic analysis to support decision-making in healthcare regarding the introduction of NanoEcho's diagnostic method. The goal of NanoEcho's method is to reliably map any rectal cancer spread to nearby lymph nodes.

The work with the model began with a basic mapping of clinical data, health effects and costs related to today's rectal cancer diagnostics. In the next step, IHE developed a health economic model to analyse the cost-effectiveness and budget impact of introducing NanoEcho's diagnostic method. The model is a powerful analysis tool to assess how the introduction of NanoEcho's diagnostic method affects healthcare costs, as well as how the introduction of the method has the potential to generate health gains in the form of patient benefits.

The health economic model shows that the introduction of NanoEcho's diagnostic method has the potential to generate health economic gains through cost savings in the form of reduced need for major operations, reduced overtreatment of early rectal cancer, and increased quality of life for patients with early rectal cancer.

"It has been a privilege to work together with IHE's health economics experts, who developed this important, powerful tool for us based on science. The health economic model not only gives us insights into the cost-effectiveness of introducing our diagnostic method, but also forms the basis for our pricing strategy for our upcoming market launch," says Linda Persson CEO of NanoEcho.

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**NANO ECHO**  
next level diagnostics

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**IHE** is a well-established, independent, health economic research institute that provides high-quality research and expert consultation in the field of health care. IHE has ongoing projects with over 50 customers worldwide representing national authorities, pharmaceutical companies, healthcare providers, industry associations and patient groups.

**NanoEcho** develops a new technology for clearer diagnostics of, in the first indication, rectal cancer. The imaging technology is based on a new medical approach where nanotechnology is used in combination with modern patented ultrasound technology. The images that are generated are intended to facilitate differentiation between healthy and diseased tissue and at the same time determine the location of the cancer tissue more precisely. The aim is to provide more precise, simple, and cost-effective diagnosis of cancers and other diseases. With clearer diagnostics, the company wants to assist treating physicians with better guidance for more personalised treatment. Both the quality of life of the patients and their chance of survival can improve after treatment, with reduced treatment costs. [www.nanoecho.se](http://www.nanoecho.se)