



**NEWS RELEASE**

## **Vizgen Partners with Boudicca DX to Advance Clinical and Regulatory Strategies for its Spatial Biology Solutions**

**FOR IMMEDIATE RELEASE**

**March 4, 2025**

[Brentwood, Tennessee] Boudicca DX a global precision medicine consulting firm with operations in the United States (Boudicca DX, LLC) and Europe (Boudicca DX Limited) will support Vizgen, Inc. in advancing its clinical, regulatory and technical strategies for its spatial biology and multiomics tissue-based assays.

Vizgen is at the forefront of spatial biology and multiomics innovation. Through its pioneering MERFISH technology and MERSCOPE® Platform for *in situ* single-cell spatial genomics and its high-fidelity InSituPlex® protein assays and AI-driven STARVUE™ spatial image analysis technology, Vizgen delivers unmatched tools that enable researchers to uncover deep insights into human biology and achieve breakthroughs in understanding mechanisms of complex diseases. Vizgen's technology delivers high-confidence, quantitative data with exceptional accuracy, robustness, sensitivity and deep insights that power foundational and clinical research. Boudicca DX will support developing these clinical research assays into regulatory-compliant precision medicine tests to better inform patient management and therapeutic treatment decisions. Some of this support will relate to Vizgen's expanded OMNIVUE menu of protein markers that now includes both immuno-oncology and antibody-drug conjugate (ADC) targets.

Dr. Kelly Gordon, Chief Executive Officer and Founder of Boudicca DX, commented:

*"The Boudicca DX team is excited to support the clinical development of Vizgen's spatial biology and multiomic tissue-based tests and advise on the regulatory strategy. There is a high unmet need for the simultaneous evaluation of multiomic biomarkers in the context of tissue for truly achieving personalized precision medicine. With the continual emergence of clinically actionable biomarkers and more combination targeted therapy options,*

*singleplex immunohistochemistry technology will no longer be adequate in the future to fully interrogate the tissue biomarker landscape.”*

Rob Carson, Chief Executive Office of Vizgen, commented:

*“The spatial biology spectrum now extends from upstream applications in foundational research to downstream use cases in the clinic. Vizgen is uniquely positioned across this spectrum with technology platforms – including MERFISH and InSituPlex® assays – that enable researchers to see what’s truly present in tissue. Given their expertise, Kelly and team at Boudicca DX are a natural pairing for us as we work with biopharma clients in advanced-stage clinical trials and, in the future, with clinicians.”*

### **About Boudicca DX**

Boudicca DX is a global precision medicine consulting firm offering services in clinical affairs, commercialization, grant support, medical writing, product development support, program management, quality systems, regulatory solutions, reimbursement, technical writing, and translational science. For more information please visit [www.boudiccadx.com](http://www.boudiccadx.com).

### **About Vizgen®**

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