BEFORE THE DIAGNOSIS:
Redefining the Future of Healthcare

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For decades, modern medicine has been built around a reactive model: we wait for symptoms, confirm a diagnosis, and then intervene. While this approach has delivered remarkable therapeutic advances, it remains fundamentally inefficient, both medically and economically. In oncology, in particular, late-stage diagnosis continues to be one of the greatest barriers to improved outcomes.

Today, we stand at the threshold of a new paradigm. The most transformative advances in healthcare will not occur in the treatment room, but long before patients ever present with symptoms.

The Cost of Late Diagnosis

Late-stage intervention is not only more complex and less effective, it is also exponentially more expensive. Advanced cancers require intensive therapies, prolonged hospitalizations, and often deliver limited survival benefits. This creates a growing burden on healthcare systems worldwide, many of which are already under significant financial pressure.

More importantly, it represents a missed opportunity, not only for healthcare systems, but for patients whose chances of survival and quality of life decline with every year the disease goes undetected. In many cases, cancer begins developing years before it becomes clinically detectable. By the time symptoms appear, patients are often already facing a disease that has progressed beyond its most treatable stage.

Shifting the focus from treatment to early detection is therefore not just a scientific ambition, nor only a systemic necessity, it is a fundamental shift that can significantly improve patient outcomes, reduce suffering, and ultimately save lives.

Precision Genomics and the Power of Early Insight

Advances in genomic science are now making it possible to detect disease at an unprecedentedly early stage. Ultra-sensitive sequencing technologies can identify circulating tumor DNA (ctDNA) in the bloodstream, tiny fragments of genetic material shed by tumors long before clinical symptoms arise.

This opens a new window into human health: the ability to identify risk, monitor biological changes over time, and intervene before disease becomes life-threatening.

Precision genomics enables a fundamentally different approach to medicine. Instead of treating populations based on averages, we can assess individual risk profiles and tailor screening and prevention strategies accordingly. This is not only more effective, it is also more efficient.

Early Diagnostics as a Stabilizer of Healthcare Systems

From a macroeconomic perspective, early diagnostics have the potential to stabilize national healthcare systems. Detecting disease early reduces the need for costly late-stage treatments, shortens hospital stays, and improves long-term outcomes.

Governments and healthcare providers are increasingly recognizing that prevention is not an optional enhancement, it is a strategic imperative. Investments in early detection technologies can yield significant returns, both in terms of cost savings and population health.

In this context, genomics should not be viewed as a niche innovation. It must become part of the core infrastructure of modern healthcare.

Genomics as Core Pillar of Medical Infrastructure

Just as imaging technologies and laboratory diagnostics became essential pillars of medicine in the past, genomic sequencing is now emerging as a foundational layer of healthcare systems.

However, for genomics to fulfil this role, it must be scalable, accessible, and cost-effective. This requires not only technological innovation but also industrial capability, platforms that can deliver high-quality sequencing at scale, with consistent performance and affordability.

At Swiss Rockets, we believe that building this infrastructure is one of the most important challenges and opportunities of our time.

Enabling Scalable Prevention Through Advanced Sequencing

Our recent strategic steps, including the planned acquisition of Complete Genomics, reflect a clear vision: to integrate advanced sequencing technologies into a broader ecosystem that supports early detection and precision medicine.

Complete Genomics brings a highly differentiated, world-leading DNA sequencing platform, combining accuracy, scalability, and cost efficiency. By integrating this capability into the Swiss Rockets ecosystem, we aim to accelerate the adoption of genomic technologies in both research and clinical settings.

This is not simply about adding a new capability, it is about enabling a shift toward preventive healthcare at scale.

Linking Early Detection with Next-Generation Therapies

Early detection alone is not enough. Its true value emerges when it is connected to effective intervention strategies.

Swiss Rockets has built an integrated ecosystem to bridge the full continuum of innovation, from early scientific discovery to clinical development, with the ambition to translate innovation into commercial reality. Within this framework, early diagnostics can be directly linked to next-generation therapies, including targeted treatments and radioligand therapeutics.

This integrated approach allows us to move beyond isolated innovations and create a cohesive model of care - one in which early detection informs precise intervention, innovation is translated into real-world impact, and patients ultimately benefit through earlier diagnosis, more effective treatments, and improved outcomes.

A New Economic Engine for Healthcare

Prevention is often framed as an ethical imperative, and rightly so! But it is also something more: it could be the next economic engine of healthcare.

By shifting resources upstream, toward early detection and risk management, we can actually reduce the long-term costs of care while improving outcomes. This creates a more sustainable model for healthcare systems and opens new opportunities for investment and innovation.

For family offices and long-term investors, this represents a compelling intersection of impact and value creation. The transition to preventive healthcare is not a short-term trend, it is a structural transformation that will define the next decades.

Looking Ahead

We are entering an era in which the boundaries between diagnosis, prevention, and treatment are beginning to blur. The ability to detect disease before it manifests clinically will fundamentally change how we think about health and disease.

At Swiss Rockets, we are committed to contributing to this transformation by building the technologies, partnerships, and ecosystems needed to make early detection a reality.

We truly believe that the future of healthcare begins **before** the diagnosis.