

PRESS RELEASE  
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## A3P Biomedical appoints Andreas Hoel as new VP of Marketing & Sales

**A3P Biomedical has appointed Andreas Hoel as VP Marketing & Sales. Andreas Hoel brings more than 20 years' experience from marketing and sales positions in the life science, diagnostics and medical device industries, most recently at Thermo Fisher in the UK. He joins A3P today and reports to CEO David Rosén.**

*"I am very pleased that we have been able to recruit Andreas Hoel as our new VP Marketing & Sales. With broad experience from the industry and several challenging positions managing sales and marketing teams, Andreas will be a key member of the management team when we accelerate our commercialization efforts in Europe,"* says David Rosén CEO of A3P Biomedical.

*"I really look forward to leveraging my experience from the diagnostics industry to broaden the use of Stockholm3. The clinical evidence is very strong, showing that Stockholm3 can significantly improve the care of prostate cancer patients by finding more cases of aggressive cancer and at the same time reduce overtreatment. This has the potential to save lives, improve the quality of life for the patients and at the same time save money for the healthcare system, which is a highly attractive proposition,"* says Andreas Hoel.

Andreas Hoel is 48 years old and holds an M.Sc. in Chemistry from the Technical University of Denmark and an MBA from Henley Management College. Most recently he has served as Senior Director Customer Experience at Thermo Fisher Scientific. Previously he has, for example, been commercialization lead for Thermo Fisher products, been responsible for diagnostic product lines at Dako and served as sales manager and product manager at Biotage.

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### About A3P Biomedical

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**A3P Biomedical's** mission is to improve quality of life of men by radically increasing the precision in prostate cancer diagnostics. The company's lead product is **Stockholm3**, a blood test for early detection of aggressive prostate cancer. Stockholm3 has been developed by scientists at Karolinska Institutet and validated in clinical studies including more than 75,000 men. A3P Biomedical is headquartered in Stockholm, Sweden. For more information, please visit [www.a3p.com](http://www.a3p.com).

## About Stockholm3

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Stockholm3 is a blood test that combines protein markers, genetic markers, clinical data, and a proprietary algorithm, to predict the risk of aggressive prostate cancer at an early stage. In clinical practice, Stockholm3 finds 100 percent more aggressive prostate cancers and reduces 50 percent of unnecessary biopsies compared to current practice with PSA (1).

Stockholm3 has been evaluated in clinical studies with more than 75,000 men. Data from the latest pivotal study, a randomized study including 12,750 men, was published in The Lancet Oncology in 2021. The study was also awarded the European Association of Urology (EAU) "Prostate Cancer Research Award 2022". Multiple additional studies have been published in high-impact journals, including a previous study with 58,000 men, published in The Lancet Oncology in 2015 (1).

Based on robust peer-reviewed clinical data, leading Nordic healthcare providers such as Capio S:t Görans Hospital in Sweden and Stavanger University Hospital in Norway have replaced PSA with Stockholm3. Region Värmland has introduced general screening for prostate cancer with the help of Stockholm3 for men in the age category 50-75. Patients benefit from a more precise test (increasing sensitivity and specificity) and healthcare providers can reduce the direct costs by 17 to 28 percent (1).

### [\(1\) Publications, results and clinical validation.](#)

## About prostate cancer

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Prostate cancer is the second most common male cancer, and the fifth leading cause of cancer related death in men worldwide. According to WHO, 1.4 million men were diagnosed with prostate cancer and 375,000 deaths were reported in 2020. Incidence of prostate cancer is expected to increase by 70 percent until 2040, driven by an aging population.

## Attachments

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### [A3P Biomedical appoints Andreas Hoel as new VP of Marketing & Sales](#)