



## **Ad Scientiam appoints new President Matthieu Lamy to lead the company's development**

Paris, January 06, 2022 - Ad Scientiam, a pioneer in digital biomarkers, announced today that Matthieu Lamy will become President. Matthieu joined the team five years ago to develop the US market, before becoming CEO in 2020. He now leads a rapidly evolving company that aims at being the international leader in digital biomarkers for the monitoring of serious and disabling diseases. He will be supported by Dr. Saad Zinaï as Medical Director and by a team of seasoned managers.

Founded in 2013, Ad Scientiam designs, validates, and implements digital biomarkers that continuously measure the evolution of serious and disabling diseases in real life. For this medtech company, continuous and real-life monitoring of physiological and behavioral measures is essential for better patient care.

Design and clinical validation of digital biomarkers reveals evolutions in the disease that were previously undetectable. These biomarkers are derived from data collected continuously via a digital tool, the patient's smartphone for example, and transformed by proprietary algorithms. Their exploitation allows Ad Scientiam to provide innovative, easy-to-use and intuitive solutions. For example, the company has developed MSCopilot®, the first and only CE-marked software medical device for the self-assessment of Multiple Sclerosis (MS) patients in real life. MSCopilot®, which now has more than 3,500 users, is also used in several clinical studies.

*"We want to be useful, starting today, to the greatest number of patients. For them, as a pioneer in digital biomarkers, we have set ourselves ambitious objectives, which we are pursuing relentlessly. Our obsession is to get results quickly, because our scientific and technological advances only make sense if they are shared widely and rapidly."* explains Ad Scientiam's new president. A graduate from HEC Paris, Matthieu Lamy has international experience in company structuring. For nearly ten years, his professional career has led him to advise large international groups on the implementation of reorganization projects, digital transformation and start-up acceleration, particularly in the health sector in Europe and the United States.

Succeeding founder Liouma Tokitsu, Matthieu Lamy has an ambitious roadmap for Ad Scientiam: accelerated international development, access to reimbursement for medical devices already on the market and launch of new partnerships. He has surrounded himself with a multidisciplinary team of around 40 people and is working closely with his long-time partner, Dr. Saad Zinaï, Ad Scientiam's Medical Director. *"We help people with severe and disabling diseases to better understand and monitor their illness. We are paving the way for healthcare professionals to offer more individualized care, and therefore more efficient. We are accelerating the development of future treatments and reducing the societal and economic impact of disease,"* adds Dr Zinaï.



**Matthieu Lamy**

- **Chief Executive Officer Ad Scientiam**
- **Chief Operation Officer/US VP**
- **Stanwell Consulting**
- **Oneida Associés**
- **PricewaterhouseCoopers (PwC)**
- **HEC Paris**

***About Ad Scientiam***

At the heart of Ad Scientiam's project is a conviction: measuring and monitoring the evolution of serious and disabling diseases on a continuous basis and in real life is essential for better management. We make visible these evolutions, until now undetectable, through the design and clinical validation of digital biomarkers. These biomarkers are derived from data collected via a digital tool such as a smartphone and transformed by proprietary algorithms.

This scientific and technological challenge should enable each patient to be an active participant in their own illness and allow healthcare professionals to offer more individualized and therefore more efficient care. Ad Scientiam thus participates in the development of future treatments and in reducing the societal and economic impact of diseases.

Thanks to our ISO 13485 certification, our biomarkers are destined to become new international clinical standards.

Hospital institutions such as the Brain Institute (ICM) and pharmaceutical companies such as Biogen, Janssen, Roche, Pfizer, Vertex and Novartis have already trusted us.

In 2018, Ad Scientiam launched [MSCopilot®](#), the first and only CE-marked software medical device for the self-assessment of multiple sclerosis patients. New devices are currently being validated in neuroscience, rare diseases and mental disorders.

For more information, follow the Ad Scientiam [LinkedIn page](#) or [Facebook page](#) and also visit the website [adscientiam.com](http://adscientiam.com)

***About digital biomarkers***

Digital biomarkers are patient-generated physiological and behavioral measures, collected from digital devices (smartphone first for Ad Scientiam), processed by algorithms and clinically validated. These objective, clinically-meaningful data can explain, influence, and/or predict health-related outcomes.

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