

## **Xifin white paper: a guide to molecular Dx market-share expansion**

[Xifin](#) released a white paper titled “The Executive’s Guide to Molecular Diagnostic Market-Share Expansion: Critical Success Factors for Maximizing Revenue, Patient Access, and Physician Engagement.” Authors Kyle Fetter, chief operating officer, and Harley Ross, chief commercial officer, offer practical approaches, process enhancements, and payor strategies essential to growing novel diagnostic market share through proactive, purposeful, and technologically enabled engagements with patients, physicians, and payors. Download the white paper [here](#).