

IMPLEMENTING METHYLATION TESTS IN CERVICAL CANCER DIAGNOSTICS

Designing a strategy for the implementation of methylation tests within the Dutch prevention and diagnostics pathway

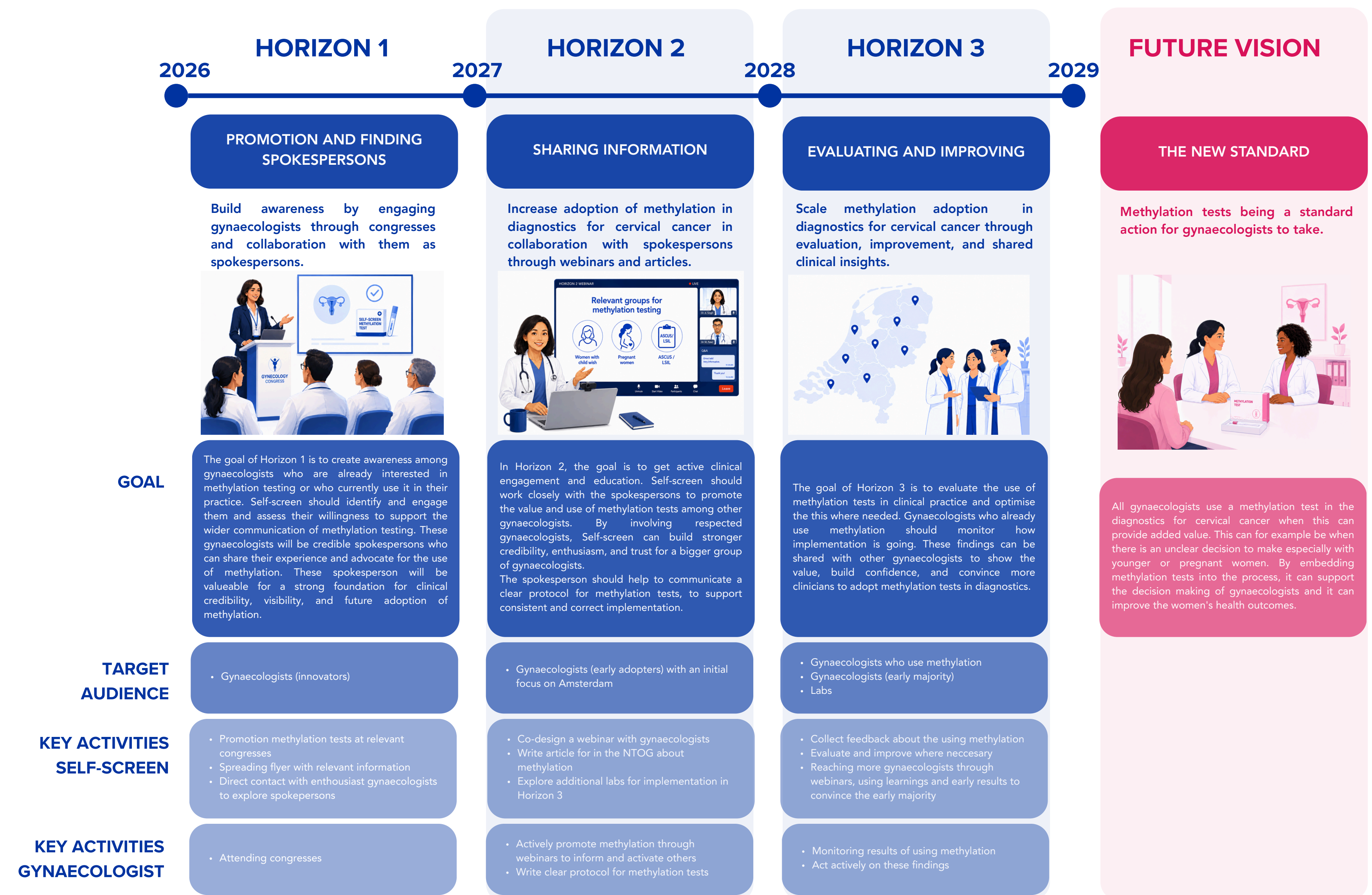
Cervical cancer is largely preventable through screening and diagnostic pathways. However, current tests are subjective, labour intensive, and can lead to unnecessary referrals and overtreatment, creating a burden for patients and the healthcare system. This highlights the need for improved diagnostic tools such as methylation testing, although implementing new tests in healthcare is complex.

This graduation project explored how methylation tests can be positioned and implemented in the cervical cancer prevention and diagnostics market, in collaboration with Self-screen. Methylation tests are a promising alternative because they are objective, improve risk stratification, reduce unnecessary interventions, and can be used on self-samples.

Despite strong scientific evidence, adoption remains slow due to barriers such as existing routines, limited awareness among gynaecologists, clinical guidelines, reimbursement, and laboratory capacity. This makes positioning within the healthcare system the key challenge.

Using a Double Diamond approach, this project combined literature review, stakeholder interviews, and competitor analysis. Findings show that methylation tests are especially valuable in cases of diagnostic uncertainty, particularly when overtreatment should be avoided (e.g. younger women or pregnant women). Increasing awareness, building trust, and communicating clinical value to gynaecologists is essential.

Based on these insights, a three-horizon roadmap was developed. Horizon 1 focuses on awareness and identifying gynaecologist spokespersons, Horizon 2 on knowledge sharing through webinars and articles, and Horizon 3 on evaluation, improvement, and scaling adoption. The strategy introduces methylation first in diagnostics to build trust and support clinical decision-making, creating a foundation for future integration into national screening programmes.



Riva Hoogveld
 Designing a strategy to implement methylation tests in the Dutch cervical cancer prevention and diagnostics market
 July 1st 2026
 MSc. Strategic Product Design graduation project

Committee Valeria Pannunzio
 Brechtje Krijvenaar
Company Jakob Dam

