



EVERSANA™



## DRIVING THE COMMERCIALIZATION OF REGENERATIVE MEDICINE

Leading the pharmaceutical product lifecycle for regenerative medicine from clinical trial recruitment through commercialization

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With more than 7,000 distinct types of rare and genetic diseases and 400+ million individuals suffering from a rare disease, regenerative medicine holds the hope for a cure – transforming healthcare by revolutionizing patient care from conventional treatment models to curative therapy models. With the advancement of new technologies coupled with the creation of new companies offering a range of innovative products and treatments, regenerative medicine constitutes one of the fastest growing fields of research and the promise of commercial success for all patients – this includes gene therapies, cell therapies, and tissue-engineered products intended to augment, repair, replace or regenerate organs, tissues, cells, genes, and metabolic processes in the body.

According to the Alliance for Regenerative Medicine, 2019 is proving to be another groundbreaking year in this field: investments grew to more than \$18 billion in global financings over the last year; and the number of clinical trials worldwide has reached an all-time high of 1,000, with a target enrollment of more than 60,000 patients globally. 2018 was the biggest year yet for IPOs and M&A activity; the FDA received 200+ applications for cell and gene therapies; and, the first CAR-T therapies approved in Europe, Canada, and Australia, and products in the United States were cleared for additional indications.

This growth is expected to continue over the next 10+ years with the launch of new products developed for very specific diseases. With this growth, we must be mindful of the

impact the time invested in developing novel therapies has on commercial success. Commercial effectiveness must be commenced promptly and efficiently to allow for recovering the investment made during development processes. Still, demanding more expertise and business modeling, insurance coverage and reimbursement strategies are critical factors to promote the clinical translation of regenerative medicine technologies.

Yet, with a fragmented market focused on the clinical and scientific development and technical side of the industry, there is an immediate need for an innovative, end-to-end commercial solution to support these emerging therapies. As the regenerative medicine landscape continues to mature, biopharmaceutical companies will need to make a number of strategic choices to drive success, given commercial challenges that include: fast depletion of addressable populations, complex market access dynamics, and challenging gene therapy franchise sustainability.

These products will change the future of healthcare. Manufacturers will need commercial strategies ready for this new paradigm. The question on the table is how do we successfully commercialize regenerative medicine therapies to ensure all the key stakeholders needs are properly addressed? With only a handful of approved products in the marketplace, how do we build a regenerative medicine ecosystem that delivers more value to patients faster?

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The continuous progress in regenerative medicine will change the future of healthcare. Manufacturers will need commercial strategies ready for this new healthcare paradigm, well in advance of product launch.”

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EVERSANA's recently announced partnership with CRYOPORT, the global leader in providing temperature-controlled logistics solutions for life sciences commodities, provides unmatched clinical and commercial solutions. Our commercial services platform was created to deliver everything from pricing and market access strategies to cold chain channel management and patient services in support of regenerative medicine.

We have taken the lead in creating strategic alliances in regenerative medicine that collectively help drive commercial success. We are an extension of your company using the combined power of our collective services and alliances to drive measurable value for you and your patients.

## How we build this partnership:



### **Understand the value of regenerative therapies patients, physicians, caregivers, healthcare systems and society:**

Provide Market Insights, Gene Therapy Market Strategy, Managed Markets and HCP agency services, Patient Engagement and Communication, and Patient Identification and Commercial Recruitment for complex therapies



### **Make treatments affordable:**

Provide Global Pricing and Market Research Tools specific to Gene Therapies, and Innovative Contracting Models and Pay For Performance Expertise



### **Help patients realize the value of therapies:**

Provide Patient Support Programs and Reimbursement Services, Treatment Coordination, Cold Chain Logistics and Alternative Payment Models



### **Share the risk of uncertainty to prove the lifelong value of therapies:**

Provide Health Economics and Outcomes Research tools and services. Generate data for value that is meaningful to Payers and Government Stakeholders



### **Address pricing and reimbursement for regenerative therapies:**

Provide Real-time Market Research, Government and Payer Pricing Consulting and Management. Generate data that is meaningful for all Payer and Government Stakeholders

**"We have built an integrated ecosystem through alliance partnerships that provides the most cost effective, connected, and most dynamic clinical and commercial solution supporting regenerative medicine."**

EVERSANA has the integrated commercial services platform you need – with the experts, process and infrastructure to accelerate effective launch planning to in-market commercial success. The path forward in this field includes strategic alliances that provide commercial solutions directed at educating and supporting patients, providers, payers, and pharmaceutical companies. Together, we make the promise of regenerative medicine a reality for the millions of patients who deserve it.

Learn more about EVERSANA's integrated commercial platform at [EVERSANA.com](https://EVERSANA.com) or email [colin.coffua@eversana.com](mailto:colin.coffua@eversana.com) to discuss how we can partner to solve your commercial needs.



## About EVERSANA™

EVERSANA is the leading independent provider of global services to the life science industry. The company's integrated solutions are rooted in the patient experience and span all stages of the product lifecycle to deliver long-term, sustainable value for patients, prescribers, channel partners and payers. The company serves more than 500 organizations, including innovative start-ups and established pharmaceutical companies to advance life science solutions for a healthier world. To learn more about EVERSANA, visit [EVERSANA.COM](https://EVERSANA.COM) or connect through [LinkedIn](#) and [Twitter](#).

