



EVERSANA™

## From Megabytes to Megabucks How to Commercialize Your DTx

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EVERSANA™  
EVER EVOLVING & ALWAYS ADVANCING



EVERSANA™  
LATIN FOR HEALTHY

# We are disrupting the commercial services industry with our integrated, patient-centered model.



# Ryu-gyong Hotel Pyongyang









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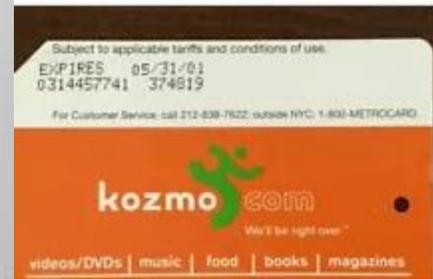


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# Willy Brandt Berlin Airport



# Goal of Today's Discussion

## Key Commercialization Questions



### **What is the unmet need?**

How are you helping a patient?



### **What is my business goal?**

Stand alone or to augment a pharmaceutical?



### **Which commercial model?**

When are you getting paid? How much?



### **How do I commercialize?**

How do patients get your product, and how do you get paid?

# Commercial Success

*What is my Business Goal?*

## IS IT A COMPONENT OF A PRODUCT STRATEGY?

Goal:

- Profit maximization of the broader portfolio

Examples:



## IS IT A STAND-ALONE PRODUCT?

Goal:

- Profit maximization of the digital therapy

Examples:

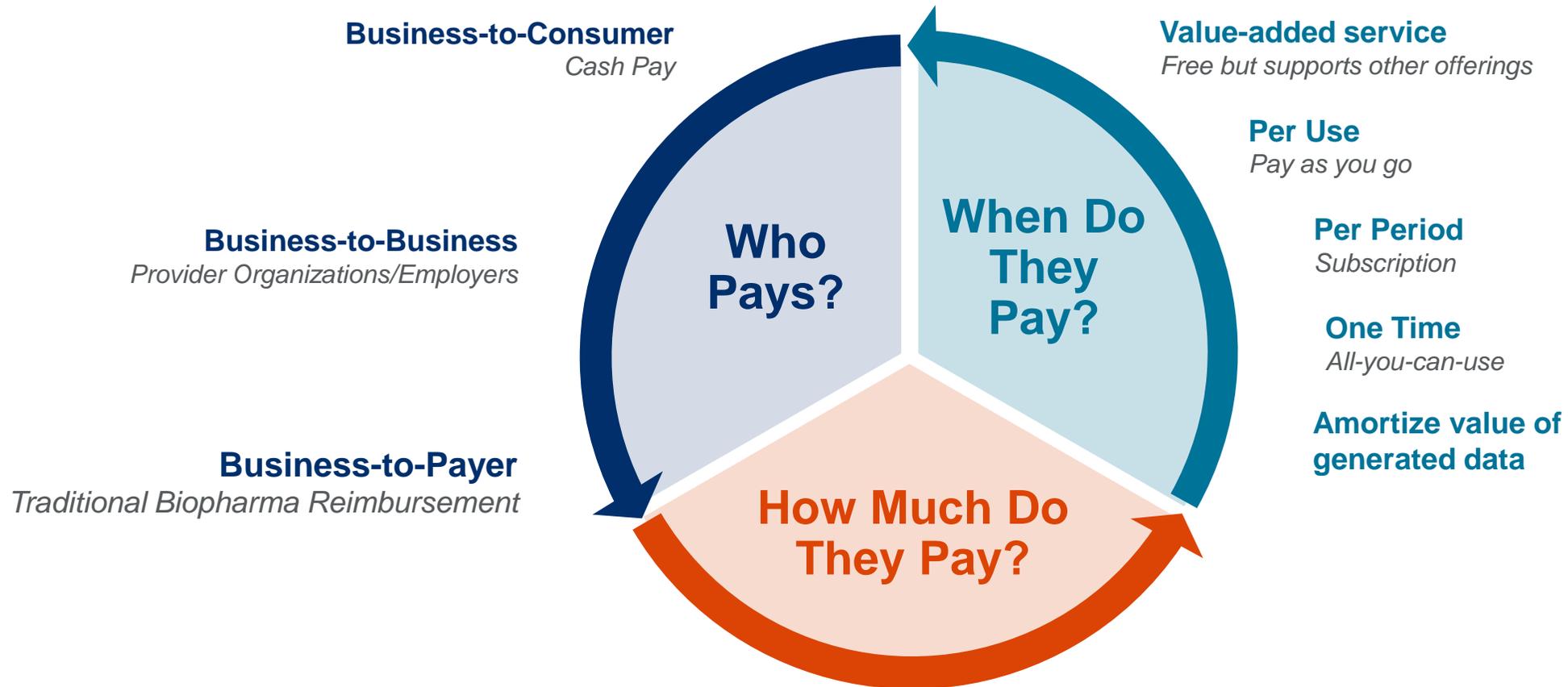


\*Part of Novo Nordisk's diabetes portfolio with exclusive benefits for patients taking select Novo Nordisk products

†Acquired by Roche to be part of patient-centered digital health services in diabetes care

# Commercial Success

Which Commercial Model? (1 of 2)



# Goal of Today's Discussion

## Key Commercialization Questions



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# Goal of Today's Discussion

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### How do I commercialize?

How do patients get your product, and how do you get paid?

# Commercial Success

How do I Commercialize?



## Commercial Model:

Determine appropriate commercial model to pursue



## Value Story:

Develop product value proposition



## Market Landscape:

Understand stakeholder segments and current market landscape



## Market Access Strategy:

Determine market access strategy, contracting, and price



## Awareness Campaigns:

Develop and launch branded marketing campaigns



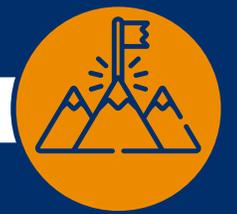
## Stakeholder Engagement Strategy:

Determine how to best engage with your customers



## Launch Preparation:

Address product development and regulatory requirements



## Commercial Success

# Commercial Success

ILLUSTRATIVE

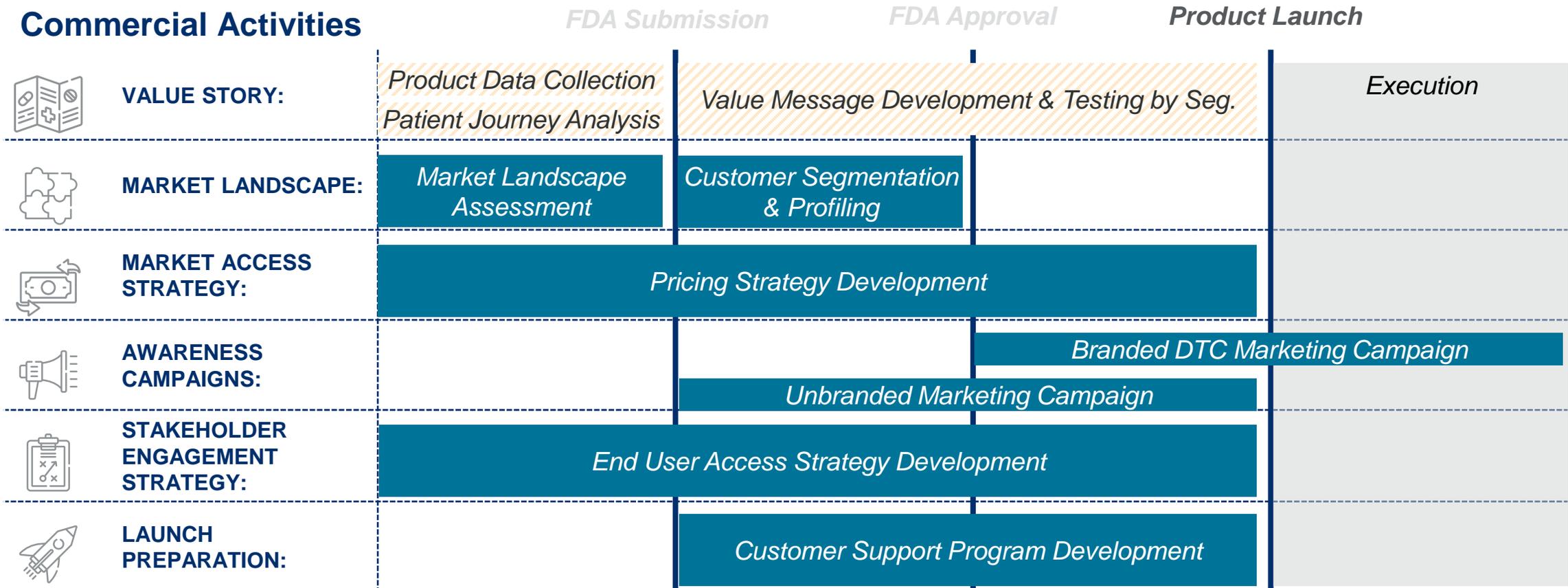
How Do I Commercialize My B2C Product?



Business-to-Consumer

## Product Milestones

### Commercial Activities



# Commercial Success

**ILLUSTRATIVE**

How Do I Commercialize My B2C Product?



*Business-to-Consumer*

## Product Milestones

### Commercial Activities

*FDA Submission*

*FDA Approval*

*Product Launch*

	<i>FDA Submission</i>	<i>FDA Approval</i>	<i>Product Launch</i>
 <b>VALUE STORY:</b>	<i>Product Data Collection</i> <i>Patient Journey Analysis</i>	<i>Value Message Development &amp; Testing by Seg.</i>	
 <b>MARKET LANDSCAPE:</b>	<i>Market Landscape Assessment</i>	<i>Customer Segmentation &amp; Profiling</i>	
 <b>MARKET ACCESS STRATEGY:</b>	<i>Pricing Strategy Development</i>		
 <b>AWARENESS CAMPAIGNS:</b>		<i>Unbranded Marketing Campaign</i>	<i>Branded DTC Marketing Campaign</i>
 <b>STAKEHOLDER ENGAGEMENT STRATEGY:</b>	<i>End User Access Strategy Development</i>		
 <b>LAUNCH PREPARATION:</b>		<i>Customer Support Program Development</i>	

# Commercial Success

ILLUSTRATIVE

How Do I Commercialize My B2B Product?



**Business-to-Business**  
(Provider or Business)

## Product Milestones

FDA Submission

FDA Approval

Product Launch

## Commercial Activities

	Product Data Collection			
 <b>VALUE STORY:</b>	Patient Journey Analysis	Value Message Development & Testing by Seg.		Execution
	Cost-Effectiveness Study			
 <b>MARKET LANDSCAPE:</b>	Market Landscape Assessment	Customer Segmentation & Profiling		
 <b>MARKET ACCESS STRATEGY:</b>	Pricing & Contracting Strategy Development			
 <b>AWARENESS CAMPAIGNS:</b>		Unbranded Marketing Campaign	Branded DTC Marketing Campaign	
 <b>STAKEHOLDER ENGAGEMENT STRATEGY:</b>	End User Access Strategy Development			
		Sales-Force Sizing and Build-Out		
 <b>LAUNCH PREPARATION:</b>	Dossier development	Customer Support Program Development	HCP Support Program Development	

# Commercial Success

ILLUSTRATIVE

How Do I Commercialize My B2B Product?



**Business-to-Business**  
(Provider or Business)

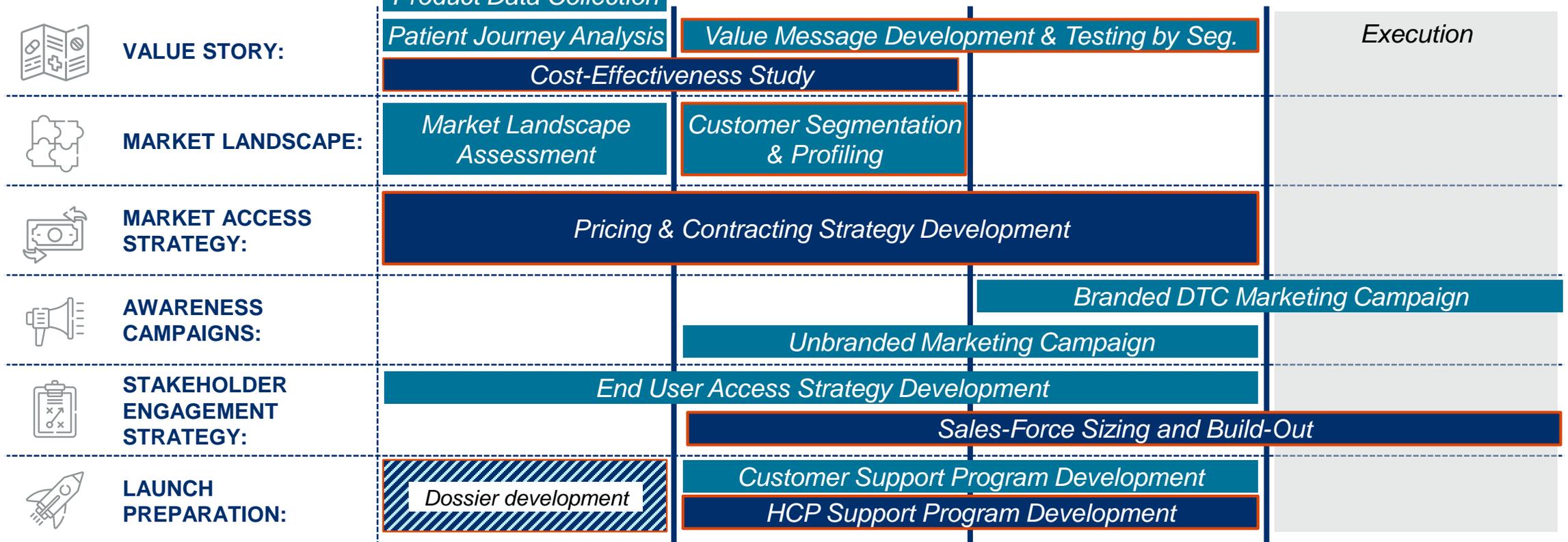
## Product Milestones

FDA Submission

FDA Approval

Product Launch

## Commercial Activities



# Commercial Success

ILLUSTRATIVE

How Do I Commercialize My B2P Product?



Business-to-Payer

## Product Milestones

FDA Submission

FDA Approval

Product Launch

### Commercial Activities

	FDA Submission	FDA Approval	Product Launch
<p>VALUE STORY:</p>	RCT Data Collection	Value Message Development & Testing by Seg.	Execution
	Patient Journey Analysis		
	Cost-Effectiveness Study		
<p>MARKET LANDSCAPE:</p>	Market Landscape Assessment	Customer Seg. & Prof. Payer Seg. & Prof.	
	Pricing and Market Access and Contracting Strategy Development		
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<p>AWARENESS CAMPAIGNS:</p>		Unbranded Marketing Campaign	
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		Sales-Force Sizing and Build-Out	
<p>LAUNCH PREPARATION:</p>	Dossier Preparation	Customer Support Program Development HCP Support Program Development	

# Commercial Success

ILLUSTRATIVE

How Do I Commercialize My B2P Product?



Business-to-Payer

## Product Milestones

FDA Submission

FDA Approval

Product Launch

### Commercial Activities

	FDA Submission	FDA Approval	Product Launch
<b>VALUE STORY:</b>	<p><i>RCT Data Collection</i></p> <p><i>Patient Journey Analysis</i></p> <p><i>Cost-Effectiveness Study</i></p>	<p><i>Value Message Development &amp; Testing by Seg.</i></p>	<p><i>Execution</i></p>
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# Commercial Success

ILLUSTRATIVE

How Do I Commercialize My B2P Product?



Business-to-Payer

## Product Milestones

FDA Submission

FDA Approval

Product Launch

### Commercial Activities

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<b>VALUE STORY:</b>	<p>RCT Data Collection</p> <p>Patient Journey Analysis</p> <p>Cost-Effectiveness Study</p>	<p>Value Message Development &amp; Testing by Seg.</p>	<p>Execution</p>
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# THANK YOU

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