

NEXT GEN COMMERCIALIZATION:

Meeting the Growing Demands of a Robust
Oncology Pipeline to Accelerate Patient
Access to Life-Changing Therapies

*EVERSANA's innovative model overcomes launch complexities
and inefficient strategies to get therapies to cancer patients with
increased speed, agility and momentum.*

Suzanne Greenwood,
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EVERSANA™

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Launching in today’s unpredictable market is a journey met with new challenges around every corner, and the stakes are high for oncology manufacturers.

While the oncology pipeline is rapidly growing, stringent competition and an evolving provider environment are putting intense pressure on manufacturers to build effective commercialization infrastructures and launch products at unprecedented speeds, which comes at a steep price. Prepping for launch and the first five years of commercialization costs \$265M on average and can range anywhere from \$150 to \$450M.

This pre-launch stage in the product life cycle is pivotal for product success and being able to treat patients. Without the necessary financing and resources, emerging oncology manufacturers cannot take the risks needed to successfully commercialize. In addition, oncology manufacturers face higher compliance and competitive risk, a leaky patient funnel and industry trends that provide consistent push-back.

Despite the everchanging launch and market landscape, manufacturers have been increasingly developing novel therapies and improving patient outcomes for decades. Fifty years ago, only half of the patients diagnosed with cancer in the United States would have been alive five years later. By 2009, patient survival climbed to 70%. The problem is, in all our years working in the pharmaceutical industry and oncology, **commercialization has not evolved with science.**

As science works at warp speed to treat cancer patients, the traditional commercialization process is still too inefficient, costly and cumbersome – but there’s another option. Finally, manufacturers can streamline launch activities and maximize brand value to improve patient outcomes and quality of life.



ONCOLOGY BY THE NUMBERS: MORE PATIENTS NEED TREATMENTS NOW

- **1 in 2 women** and **1 in 3 men** will develop cancer in their lifetime.
- Approximately **5,000 patients** are diagnosed with cancer each day.
- **10,000 oncologists** in the U.S. treat nearly 2 million new cancer patients each year.
- By 2030, the world will have **22.2 million cancer survivors.**
- Emerging biopharma companies account for nearly 90% of the oncology pipeline.
- 35% of the entire pharmaceutical industry is dedicated to the oncology pipeline.
- **5,789 new oncology products** are currently in development, with 3,677 in phases I and II and 329 in phase III.

TABLE 1: Successful Commercialization in Oncology Is Complex and Challenging

Pharma and biotech companies face several challenges that prevent them from fulfilling their launch potential.

FIVE KEY CHALLENGES IN ONCOLOGY (GENERAL)

<p>1</p>  <p>Setting Realistic Expectations</p>	<p>2</p>  <p>Developing Deep Insights in a Complex Space</p>	<p>3</p>  <p>Expedited Prep Time in a Competitive Market</p>	<p>4</p>  <p>Complex Therapy With a Leaky Patient Funnel</p>	<p>5</p>  <p>Dynamic Customer Engagement</p>
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FIVE MORE CHALLENGES FOR BIOTECHS (IN PARTICULAR)

<p>6</p>  <p>Investing in Market Shaping Pre-Launch</p>	<p>7</p>  <p>Forming Deep Relationships</p>	<p>8</p>  <p>Building Capabilities Quickly</p>	<p>9</p>  <p>Financing and Risk-Taking Ability</p>	<p>10</p>  <p>Compliance and Competitive Risk</p>
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The 3 Pillars of Commercialization: Adopting a New Oncology Model

Manufacturers preparing for launch probably see only three options: sell their product to a big box pharmaceutical company, license or co-promote their product to a company with an established infrastructure, or launch internally with their own team.

While these are traditional, common pathways to commercialize, these three options cause manufacturers to lose ownership in an investment that takes years – sometimes decades – to develop. Oncology manufacturers should not be forced to turn over the significant value of their asset to the big company that will ultimately take on the commercialization; nor should they have to invest more than \$200MM over three years to commercialize on their own.

Today’s unpredictable landscape, coupled with inevitable industry pressures, is forcing manufacturers to seek a more complete commercialization approach with less risk and more value. EVERSANA’s end-to-end, integrated model, EVERSANA COMPLETE Commercialization™, is uniquely designed to address challenges in the oncology pipeline with agility and data-driven solutions. With an infrastructure based on product and patient needs, COMPLETE Commercialization provides manufacturers the flexibility and expertise to customize their strategies

and build functional service areas for a successful launch. Today’s oncology manufacturers need to leverage what we like to call the “3 Pillars of COMPLETE Commercialization,” which include these key elements to a successful launch:

- 1 A deep bench of industry experts
- 2 An agile, fit-to-scale model that addresses the unique needs of each product
- 3 All commercial services are under one roof

Not only does EVERSANA offer a fit-to-scale approach for partners, but our end-to-end commercialization platform is also backed by a deep bench of industry experts in every facet of oncology and pharmaceutical commercialization, such as field solutions, patient services and hub and market access. Even an established pharmaceutical company launching a product may have limited visibility into channel, patient services and their agencies because they’re still outsourcing all of those services. With one accountable commercialization partner to make decisions with, manufacturers can enable connectivity between services to **manage costs, lower compliance and competitive risks, and increase speed to launch** in today’s complex market and, ultimately, provide timely patient access.

TABLE 2: EVERSANA Uniquely Addresses Commercial Challenges in Oncology

EVERSANA is equipped to help companies fulfill their launch potential.

<p>1</p>  <p>Realistic Expectations</p> <ul style="list-style-type: none"> • Triangulation with claims • Clinical experts • Impact of market access 	<p>2</p>  <p>Data-Driven Insights</p> <ul style="list-style-type: none"> • Synthesized data (e.g., claims and EMR) • Primary research 	<p>3</p>  <p>Prep Time</p> <ul style="list-style-type: none"> • 3,000+ global team • Pre-built launch plans and infrastructure 	<p>4</p>  <p>Plug Leaky Funnel</p> <ul style="list-style-type: none"> • Integration of patient hub, market access and field solutions stops leakages 	<p>5</p>  <p>Customer Engagement</p> <ul style="list-style-type: none"> • Data-driven and actionable insights • Integration of omnichannel strategy to reach HCPs, patients and providers
<p>6</p>  <p>Medical Strategy</p> <ul style="list-style-type: none"> • Ensuring a robust medical strategy • Field MSL deployment 	<p>7</p>  <p>Deep Relationships</p> <ul style="list-style-type: none"> • An A-team with pre-existing relationships and extensive experience 	<p>8</p>  <p>Ready-to-Deploy Capabilities</p> <ul style="list-style-type: none"> • 70+ foundational capabilities across 15+ functions 	<p>9</p>  <p>Innovative Financing Options</p> <ul style="list-style-type: none"> • Ability to develop innovative risk-share and financing arrangements 	<p>10</p>  <p>Lower Compliance and Competitive Risk</p> <ul style="list-style-type: none"> • In-house compliance expertise and processes • Competitive strategy

EVERSANA™ COMPLETE Commercialization in Action: Launching a New Therapy for HER2-Positive Metastatic Breast Cancer

Launching an oncology product is extremely complex and difficult, no matter how large or experienced a company may be. When MacroGenics partnered with EVERSANA, they had less than five months to launch their first product in the midst of the global pandemic. To meet their timeline and streamlined launch, MacroGenics needed a commercialization partner with an end-to-end platform that would allow them to build their capabilities **expeditiously and strategically**.

MacroGenics' treatment was for patients who have been on at least two prior lines of therapy. By the time they launched the product, three other new products had just launched into the same market, creating additional competitive pressures.

Without any infrastructure of its own, MacroGenics partnered with EVERSANA to immediately begin launch execution rather than spending 10 months trying to build infrastructure and relationships with commercial services providers on their own.

MacroGenics received FDA approval in December 2020, and this partnership allowed the product to reach market by March with field teams deployed in early April. Our team worked hand in hand with MacroGenics from the inception of launch to align on key strategic ideas and ensured they matched the product's urgent need for speed and COVID-19 circumstances.

By deploying an innovative provider engagement model of access and science, which was driven by data-based insights, the launch strategy was able to focus on these key differentiators:

- **ACCESS-FOCUSED STRATEGY:** Key account directors increased awareness in the provider space to secure product access.
- **MSL DEPLOYMENT:** A medical team built and fostered strong relationships with key external experts.
- **NON-PERSONAL PROMOTION:** Extensive digital marketing strategies provided a 360-degree surround-sound alignment of in-person promotion.

With this partnership, MacroGenics was able to bypass fundraising for their launch and maintain the vast majority of the economic value of their product, which would be lost if they chose to license. Additionally, MacroGenics had the benefits of minimizing risk and exposure while reducing their upfront cash investments – a critical need for small and emerging pharma launching in the oncology space.



PARTNER PERSPECTIVE

"Small, emerging pharma companies need to protect their cash flow. Our relationship with EVERSANA allowed MacroGenics to continue investing in our pipeline while also launching our new therapy.

Strong leadership is critical to commercialization success. If we had tried to do this on our own, it would have doubled the amount of time that it took to launch."

Paul Norris, Vice President, Commercial Strategy and Planning at MacroGenics



The Only Proven Complete Commercialization Expert in the Industry

With EVERSANA's disruptive commercialization model, MacroGenics was able to focus their launch on **science, access and meeting patient and provider needs** while continuing to fund their pipeline.

EVERSANA has been implementing our complete, full-scale, customized model for product commercialization into client strategy for the past two years – proving that EVERSANA COMPLETE provides manufacturers across therapeutic areas full access to launch strategy, execution and partnered outsourced services through a patient-centric and value-based model.

We understand the deep financial risk that manufacturers take when commercializing, which is why we've invested over half a billion dollars (and counting) so manufacturers and investors don't need to. In partnering with EVERSANA, manufacturers and investors alike:

- ✓ Maintain full ownership of their asset.
- ✓ Capture full revenue potential through maturity.
- ✓ Optimize their launch performance.

In our experience, we believe our model enables a critical factor that no company has ever dared to achieve: **organic connectivity and synergy throughout all stages of commercialization**. Guided by one dedicated commercialization leader and supported by a deep bench of industry experts, oncology manufacturers can partner with EVERSANA to maximize streamlined communications and operational efficiencies. Employing a single team with one shared goal can enable manufacturers to overcome external pressures, mitigate risk, successfully bring your product to market and provide long-term value for all stakeholders.



About EVERSANA™

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

