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?

“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.”
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 or email colin.coffua@eversana.com to discuss how we can partner to solve your commercial needs.