

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.

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

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:

- 1 ACCESS-FOCUSED STRATEGY:** Key account directors increased awareness in the provider space to secure product access.
- 2 MSL DEPLOYMENT:** A medical team built and fostered strong relationships with key external experts.
- 3 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.