



EVERSANA™



REINVENTING LAUNCH: THE GOLD STANDARD OF DRUG COMMERCIALIZATION

EVERSANA™ COMPLETE COMMERCIALIZATION is helping pharma companies achieve flexible, agile product launches that meet client and patient needs.

Greg Skalicky, Chief Revenue Officer, EVERSANA

The pharmaceutical pipeline is gaining momentum again after reeling from global change on the heels of the pandemic. Pharmaceutical manufacturers, healthcare providers and researchers jumped into action to launch new drugs in a “virtual” world, and they succeeded. Now, with approved COVID-19 vaccines en route to patients and the innovation spark ignited, we must continue to build on industry accomplishments to get life-changing drugs to patients faster than ever before.

At EVERSANA we, too, learned to push past industry challenges to create a real-world impact with innovative partners. Our end-to-end commercialization model has proven its value as the industry powers forward in the “new normal.” As manufacturers look for partners that provide agility, streamline cost and mitigate risk, EVERSANA™ **COMPLETE COMMERCIALIZATION** has become the go-to strategy for emerging pharma. For example, after Humanigen received Emergency Use Authorization for a promising COVID-19 therapy, their need to launch and distribute treatment to patients was immediate. An agile commercialization partner that delivers is essential when executing a high-priority, time-sensitive launch such as this one.

On average, manufacturers spend >\$125MM over three years leading up to launch, yet 66% of drugs don’t meet launch expectations. An unpredictable landscape, coupled with inevitable industry pressures, is forcing manufacturers to seek a more complete commercialization approach with less risk and more value.

Manufacturers wrestle with multiple industry pressures.

- ✔ **Speed & Agility:** The global pandemic pushes the industry to create agile launch and distribution plans.
- ✔ **Resource Demands Constantly Fluctuate:** Fluctuations cause financial risk and unpredictability.
- ✔ **Market & Product Complexity:** Flawless operational excellence is crucial in field solutions and patient services.
- ✔ **Challenge to Identify Deep Bench:** A delay in hiring top talent reduces time to market and risks success.
- ✔ **Uncertain Technology Investments:** Data integration often lacks the necessary analytics needed to make informed decisions.
- ✔ **Raising Capital to Launch:** Launch demands millions of dollars, and there are no cost-cutting alternatives.

Selling or in-licensing their product to another pharmaceutical company with an established infrastructure (e.g., field solutions, patient services and channel distribution) is a common pathway that manufacturers use to commercialize. The problem with this strategy is the loss of ownership in an investment that takes years – sometimes decades – to develop. Manufacturers should not be forced to sacrifice their value just to make their life-altering drug available to patients; nor should they have to invest \$125MM+ over three years to commercialize on their own. Until now, there was no other way.

The Only Proven Complete Commercialization Expert in the Industry

For the past three years, EVERSANA, a leading provider of commercial services to the life sciences industry, has been implementing a complete, full-scale, customized model for product commercialization into client strategy. Our end-to-end commercialization engine, officially referred to as EVERSANA™ **COMPLETE COMMERCIALIZATION**, gives manufacturers full access to launch strategy, execution and long-term outsourced services (including distribution, field support and patient hub services) through a contracted, multi-year model. We invested over half a billion dollars, so manufacturers and investors don't need to; plus, we continue to significantly invest year over year.

In partnering with EVERSANA, manufacturers and investors alike:

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

With over 25 years of experience spanning all facets of the pharmaceutical industry, I believe this model enables a critical factor no company 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, a manufacturer can partner with EVERSANA to maximize streamlined communications and operational efficiencies. Employing a single team with one shared goal enables a manufacturer to overcome external pressures, mitigate risk and successfully bring their drug to market; proving that **COMPLETE COMMERCIALIZATION** is a one-of-a-kind option for manufacturers.

Unified, Predictive and Actionable Data Maximizes Growth Potential

Product launches for unique, life-altering therapies demand integrated data and analytics across the patient journey. Our investments in military-grade artificial intelligence and machine learning have strengthened our commercialization engine with the power of predictive analytics to improve patient outcomes, such as shortening the time to accurate diagnosis by years or identifying undiagnosed patients with a rare or complex condition.

Our predictive platform built on unidentified patient data – combined with our best-in-class patient engagement, market access and distribution solutions – affords EVERSANA the unique ability to:

- ✓ Maximize the ROI of data and analytic investments,
- ✓ Enhance decision-making, and
- ✓ Create a seamless patient journey, influence ideal behaviors and positively impact outcomes.

EVERSANA **COMPLETE COMMERCIALIZATION** breaks down traditional health care silos to deliver actionable data analytics that drive decisions: understand the complexity of disease, improve forecasting and communications with patients, design more effective clinical trials, predict trends, customize treatment pathways and so much more.



Real-World Impact: Partnership With MacroGenics, Inc.

EVERSANA recently announced a partnership with MacroGenics, Inc. to commercialize and distribute margetuximab, a treatment for patients with pre-treated metastatic HER2-positive breast cancer in combination with chemotherapy.

"We believe that margetuximab, if approved, could become a valuable treatment option for patients living with this devastating disease," said Scott Koenig, M.D., Ph.D., President and CEO of MacroGenics. "We are excited to partner with EVERSANA and leverage their integrated commercial services to efficiently launch margetuximab. We have been working closely with EVERSANA to fully align our commercialization strategies to educate healthcare providers and ensure patient access to margetuximab while maintaining MacroGenics' cash runway to fund our broader portfolio."

With this partnership, MacroGenics is 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 licensed it out. Additionally, MacroGenics was able to minimize risk and exposure while reducing their upfront cash investments.

Conclusion

In my opinion, this innovative commercialization model has proven to be the safest bet for manufacturers looking for more flexibility and less financial risk without compromising market impact. Our complete end-to-end commercialization model enables manufacturers to bring their drug to market at a fraction of the cost of "going it alone" or partnering with another pharmaceutical company. In a world that is rapidly changing, we must evolve beyond traditional strategies to create true impact for patients.

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 or connect through [LinkedIn](#) and [Twitter](#).

