A YEAR OF ACTION:

Why Data-Backed, Integrated Commercialization Strategies Are Must-haves in 2022

EVERSANA™

By applying transformative commercialization models, nurturing digital transformation and trailblazing in global expansion, we can get therapies to patients around the world who are still waiting for treatment options.

For the past two years, the pharmaceutical industry has proven that it can adapt to change. In 2020, pharma pivoted to manage the coronavirus pandemic, and in 2021 the industry was met with the resounding need to keep pushing, keep evolving – so it did. While some change was overdue, such as streamlining outdated processes with leading technologies, other changes were radical and transformative. In the past two years, changing market conditions have forced pharma to consider new strategies, resulting in unprecedented feats, including:

We can develop and globally launch a life-saving vaccine in less than 9 months.

We can guide HCPs to patient diagnoses using data-driven personas.

A patient request can be answered in less than 6 minutes.

Integrated commercial services can save manufacturers up to 23% in overspend.

Now, the new standard is set. The "next gen" services of tomorrow are here, and manufacturers must meet today's elevated industry expectations to have any real chance at commercialization success. When the average research and development cost to produce a pharmaceutical compound from discovery to launch is about $1.3 billion, there is no room for failure.

As we gear up for 2022 — with a focus on the surging, rich oncology and high science pipeline — we ask ourselves, *Where do we need to continue evolving to deliver therapies to patients faster than ever before?* The industry has overcome the steep uphill climb of the past few years, but we must continue the momentum. This year is the time to act, using proven integrated commercialization strategies driven by cutting-edge technologies and faster, real-time data to improve the patient journey with innovative and life-changing therapies when patients need them the most: now.

Launching Promising New Oncology Therapies: Ensuring a Competitive Speed to Market and Risk Mitigation

Approximately 5,000 patients are diagnosed with cancer each day, and pharma has collectively emphasized the need for new oncology treatments (35% of the entire industry is dedicated to this pipeline). This also means that competition in the oncology pipeline is stiff. Oncology manufacturers also face higher compliance and competitive risk, a leaky patient funnel, and industry trends that provide consistent push-back.

As more cancer patients are diagnosed, manufacturers must navigate extremely complex, time-consuming commercialization requirements for oncology treatments. But manufacturers no longer need to out-license their product or launch alone. Now, there's a more efficient, cost-effective option that can get treatments to patients faster: EVERSANA's end-to-end, integrated model, **EVERSANA™ COMPLETE Commercialization.**

FIVE KEY CHALLENGES IN ONCOLOGY (GENERAL)

1. Setting Realistic Expectations
2. Developing Deep Insights in a Complex Space
3. Expedited Prep Time in a Competitive Market
4. Complex Therapy With a Leaky Patient Funnel
5. Dynamic Customer Engagement

FIVE MORE CHALLENGES FOR BIOTECHS (IN PARTICULAR)

6. Investing in Market Shaping Pre-Launch
7. Forming Deep Relationships
8. Building Capabilities Quickly
9. Financing and Risk-Taking Ability
10. Compliance and Competitive Risk

Successful oncology launches require speed, patient-focused agility, a team of experts, and connecting the right product to the right patient. The EVERSANA COMPLETE model is uniquely designed to address challenges in the oncology pipeline with an infrastructure based on product and patient needs. By providing manufacturers the flexibility and expertise to customize strategies and build functional service areas, EVERSANA COMPLETE is allowing companies to overcome traditional challenges.

EVERSANA™ COMPLETE Commercialization

For example, the oncology company MacroGenics had less than five months to launch their first product, a new therapy for HER2-Positive metastatic breast cancer, during the global pandemic. To meet their timeline and streamline launch, MacroGenics needed a commercialization partner with an end-to-end platform that would allow them to build their capabilities expeditiously and strategically. Their partnership with EVERSANA allowed the product, margetuximab, to reach the market four months after receiving FDA approval while providing an improved quality of care to patients. In one instance, the team was able to get a treatment request filled within six minutes of an HCP's call. 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.

Manufacturers no longer need to overthink commercialization strategies only to under-execute on product potential. Instead, there's a fourth commercialization option — a partner that understands how to support providers and patients in the complexities of access, reimbursement and affordability. The next step to streamlining product launches in 2022 is fully integrating the digital technologies that are making data-driven commercialization possible for our partners.

Embracing Digital Transformation: Accelerating New Technologies, Strategies and Digital Solutions in the Marketplace

In a time when people can order next-day packages online, two weeks should not be the norm for patients to receive treatments that affect their quality of life; yet for 40% of people this is still the reality. Delayed wait times for treatments is detrimental to patient health as well as the success of the healthcare system: Each year, medication non-adherence causes 125,000 preventable deaths and $300 billion in avoidable healthcare costs.

> **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.**
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> *— **Paul Norris,** Vice President, Commercial Strategy and Planning at MacroGenics*

While launching a product and efficiently getting therapies to patients are incredibly complex, there are now solutions to the access barriers caused by traditional launch models. EVERSANA's data-driven technology solutions have become a necessity to plowing launches, and the industry, forward faster. For example, our highly configurable, scalable and HIPAA-compliant relationship management platform, **ACT**ICS Patient Relationship Management™ (**ACT**ICS PRM), goes beyond the status quo of patient-HCP outreach with predictive analytics and machine learning that rapidly identify patient behaviors and patterns to develop personas and predict the "next best action" for personalized engagement. By using rich health and lifestyle data and the power of artificial intelligence (AI), we're able to:

- **Find and match patients with trials and treatments, and**
- **Use personalized digital engagement, education and advocacy to move patients to action.**

No matter how advanced, today's technology will make a difference in patient lives only if digital solutions are integrated into the existing patient journeys and provider workflows. Adding to the power of **ACT**ICS PRM, EVERSANA is using connectivity to transform the patient journey and drive successful adoption with our award-winning omnichannel activation model. This comprehensive model allows for data-driven planning and real-time analysis of results from marketing campaigns, field activities and patient services programs to create a cohesive brand experience with maximum impact.

Modern digital experiences should be immersive (any touchpoint), cognitive (use data to anticipate user needs) and trusted (responsibly leverage user data and be transparent on how this will create benefits for the user). When therapies can be launched, prescribed and received faster, patients everywhere can begin a new life with treatment options.

Thinking Globally: Commercialization Opportunities Across Borders Is Easier Now Than Ever Before

Today, technology also opens borders, allowing us to reach patients globally. Overnight, it became the pillar of our lives during the COVID-19 pandemic, and now we know what we can achieve when we fully adopt the potential of technology to improve how we live and work – and pharma is no exception.

Launching globally is daunting. The risks feel higher, regulations differ by country, and cultural diversities must be considered when entering a new market. But not launching globally could cost manufacturers in product potential, as well as patients in treatment potential.

In 2021, the industry learned that it could work successfully and quickly from a distance, launching multiple COVID-19 vaccine options worldwide. In 2022, we must continue to launch globally while thinking about the patient, provider and regulatory needs on local and regional levels. EVERSANA continued to expand global services through the pandemic and now has more than 40 locations and 5,500 employees worldwide working to meet patient needs. As the only global end-to-end provider of commercialization services that span all stages of the product life cycle, EVERSANA is able to deliver long-term value for patients, physicians and payers while helping partners achieve a global, holistic launch.

Shorla Pharma, a specialty pharmaceutical company in Ireland, made the decision to globally launch their T-cell leukemia treatment with EVERSANA in order to bypass the traditional commercialization model that tends to be too inefficient, costly and cumbersome. Together, EVERSANA and Shorla Pharma share a vision of an integrated model that's streamlined to maximize brand value and improve patient access and outcomes. Here are a few examples of how EVERSANA provides the right launch resources to pharma manufacturers worldwide and their patients:

EVERSANA has more than 5,000 employees (about 570 who have MDs, RNs and PharmDs) serving clients across the globe.

EVERSANA has expanded medical information and integrated compliance services.

EVERSANA leverages a single, integrated global platform, NAVLIN by EVERSANA™, to help partners navigate the toughest market challenges with global solutions.

With the right infrastructure, technology and expert resources, global launches will become an industry norm, which patients desperately need, rather than an intimidating goal.

Collaborating with global pharma leaders to develop and launch novel therapies safely and efficiently

- EUCOPE
- phactMI
- International Foundation for Gastrointestinal Disorders

Conclusion: Commercialization Strategies Are Catching Up With Innovation – *Are You?*

Earlier this year, EVERSANA oncology expert Suzanne Greenwood, RN, BSN, pointed out that it took more than 40 years for commercialization innovation to match the scientific innovation that has been happening in oncology treatment development. Now that the industry's strategies and commercialization models are as innovative as the therapies being launched, there's no excuse to settle for less.

As an industry, we need to focus on these priorities — supporting the oncology pipeline, integrating digital technologies and launching globally — to continue progress in 2022. EVERSANA has the tools; infrastructure; expertise; and proven, data-driven strategies to make these priorities possible. Now, manufacturers need to avoid falling into the trap of tradition and "how things have always been done" in order to ensure they're on the cutting edge of launching treatments that are going to reach patients and improve lives.