DIGITAL GUIDE TO

COMMERCIALIZING COMPLEX THERAPIES

OPTIMIZE OUTCOMES FOR PATIENT POPULATIONS IN:

Rare Disease | Oncology | Personalized Cancer Immunotherapy | Cell and Gene

EVERSANA®

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INTRODUCTION:

Forge Ahead of the Competition by Embracing New Tactics to Optimize Complex Therapy Success

A landscape full of complex challenges is nothing new to pharmaceutical manufacturers. There have always been and always will be new and existing barriers to consistently overcome and strategically navigate.

To merely scratch the surface, common obstacles routinely facing manufacturers include rapid advances in medicine and technology, fluctuating patient and provider needs and desires, ensuring market access, HCP education, navigating regulatory pathways, pricing transparency, patient adherence, frequent implementation of or modifications to federal laws and regulations, and ever evolving and increasingly rare disease states.

These constant unpredictable instabilities eradicate the effectiveness and validity of many traditional approaches to pharmaceutical commercialization. Straightforwardly, it may even be time for manufacturers to eliminate "traditional" from their vocabulary due to the increasing likelihood that tactics that worked 10, five or even one year ago will not work as successfully in the present day.

This is especially true when considering the surge in complex therapies, which necessitate distinctive solutions and strategies. One particularly significant obstacle unique to complex therapies is achieving a global reach. Because the patient populations are so small, identifying patients can be exceedingly challenging.

Pharmaceutical manufacturers commonly spend more than $200 million during the three years leading up to a product's launch, yet 66% of those products fail to meet launch expectations. When launching within the complex therapy space specifically, risks related to patient access and adherence and the company's bottom line increase even more. With so much at stake, more and more developers and investors for both emerging and existing brands are recognizing that traditional models will not enable them to join the 24% of success stories.

In this digital guide, delve deeper into challenges specifically related to complex therapies such as finding patients, access and adherence, HCP education and more.

How to Use the Digital Guide to Commercializing Complex Therapies

The digital guide is a user-friendly and easy-to-navigate tool built to assist with discovering more about how to solve challenges related to rare diseases and complex therapies. Effortlessly jump from section to section based on your areas of interest. As is the case with all EVERSANA capabilities, the guide is flexible and customizable based on your unique needs. Below is a directory of the guide's content. Click on any link to immediately be taken to your preferred section.

CHAPTER ONE:

Establish Solid Foundational Support for Complex Therapies with a Singular, Proficient Commercialization Model

Removing friction experiences found in traditional commercialization models enables an accelerated path to market introduction for critical complex therapies. By utilizing a singular outsource model, manufacturers can benefit from multiple customizable solutions under one partner markedly invested in their product's success.

Manufacturers should evaluate if their commercialization partner is forward-looking and dynamic enough to navigate the complexities of developing products for small populations in a way traditional models can't. As complex therapies serve small patient populations, they require resources and capabilities that can achieve a global reach while managing costs and removing obstructive limitations.

In Chapter One, view the following articles about groundbreaking advances in commercializing cell and gene therapy, launching products with orphan drug designation, and global indirect treatment comparison programs for new products.

- Navigating Routes to Commercial Excellence in Cell and Gene Therapy
- Critical Success Factors for Launching Products with Orphan Drug Designation
- Eight Key Strategic Considerations When Launching a Global Indirect Treatment Comparison Program for New Products

CHAPTER TWO:

Unlocking Patient-centric Insights to Transform Patient Journeys from Start to Finish

Each manufacturer EVERSANA partners with shares the primary objective of expertly and efficiently serving patients. Enhancing the treatment journey for patients coping with rare diseases is an especially demanding challenge that requires accelerating and increasing access and adherence, providing HCP education and increasing speed to diagnosis.

The average time to diagnose a rare disease is seven years, and lack of provider expertise, exposure and education only exacerbate delays. Utilizing artificial intelligence, medical information, and data and analytics supplies manufacturers with predictive analytics that help reach patients, improve access to therapy and facilitate positive outcomes. These tools can also provide HCPs with information they need to execute a broader, more efficient diagnosis experience.

In Chapter Two, gain insight from the following articles about a patient-centric approach to clinical trial support, integrated market access strategies, supporting commercialization in rare disease patient journeys, and launch sequencing and market prioritization.

- Patient-centric Approach to Clinical Trial Support Leveraging Medical Information Services
- Integrated Market Access Strategies Are Needed Now More Than Ever
- Defining the Rare Disease Patient Journey to Support Commercialization of Therapy
- Launch Sequencing and Market Prioritization in an Evolving Global Market

CHAPTER THREE:

Strategic Pricing and Reporting Precision – Achieve Optimal ROI and Patient Access with Delicate Knowledge and Copay Program Management

Achieving optimal pricing for all stakeholders is essential for ROI and achieving ample patient access and adherence. If the pricing of a product misses the mark or experiences frequent fluctuation, it can be detrimental. Pricing and reporting are integral parts of the commercialization process and require delicate precision and a wealth of knowledge.

Patient affordability programs are an important and strategic tool for helping patients afford their therapies, but they also entail complicated compliance checks and balances. The team managing the program for a manufacturer must be financially astute to ensure the benefit design is aligned with the brand's strategic marketing, budgeting and forecast goals. Otherwise, a worst-case scenario may happen that forces the program to be discontinued or patients' benefits to be reduced.

As the complexity of investments needed to secure patient access to therapy increases, so does the impact of these investments on a company's net revenue. Each decision needs scrutiny, not only on its own merits and how it can affect patient access and affordability, but also to understand how one price change or contract proposal can have a cascading impact on the network that ultimately determines gross-to-net exposure.

The articles featured in Chapter Three explore these complexities and others, including continued shifts specifically in payer oncology access management, best-in-class copay programs for optimizing gross-to-net and foundations of global pricing governance.

- Payer Oncology Access Management
- Developing Best-in-Class Copay Programs for Optimizing Gross-to-Net
- Foundations of Global Pricing Governance

CHAPTER FOUR:

Customized Solutions for Maximum Outputs

Right-sizing field teams and utilizing tailored solutions that address their specific needs helps manufacturers control costs and ensure they are using resources in ways that will be most effective for patients and to achieve revenue goals.

Whatever a product's tailored necessities are, a model that is flexible and agile with the ability to pick and choose offerings that complement the organization's existing infrastructure will greatly benefit efforts to market and deploy complex therapies and achieve optimal output.

Learn from the articles featured in Chapter Four about the expanding oncology market and read about real examples of how EVERSANA utilized custom, in-house-developed Instagram and Facebook augmented reality filters to benefit patients living with Duchenne muscular dystrophy, and how one client brought us on board to change the trajectory of their new therapy that treats diabetic gastroparesis.

- The Expanding Oncology Market Prompts Reevaluation of Field Team Training Procedures and Skill Set to Impact Frontline Success
- How Prioritizing Patients' Speed to Therapy Drives Therapy Adoption
- Agency Campaign Spotlights Duchenne Muscular Dystrophy
- Improving the Patient Experience with Digital Tools
- Patient Assistance for Gene Therapies
- Reimagining the SpecialtyRx Patient Journey Through the Lens of a Digital Consumer

EVERSANA: Pioneering Next Gen Commercialization for Complex Therapies

There are more than 7,000 distinct types of rare and genetic diseases impacting over 400 million people. Since our inception, EVERSANA has always been dedicated to adeptly serving these patient populations. We understand their diagnosis and treatment journeys are commonly lengthy, costly and intimidating, and they often feel alone and frightened throughout their experience. Our mission in the area of rare diseases is woven into the fabric of our organization, and the overwhelming impact it has globally continually inspires the entire EVERSANA team.

Each year we recognize Rare Disease Day with company-wide gatherings and presentations where we "Show Our Colors" and honor those dealing with the realities of living with rare diseases. We also take this opportunity to share stories from real patients who have benefited from EVERSANA's efforts with rare diseases and complex therapies on Rare Disease Day, and at additional company events throughout the year and on our website.

One such story came from one of our patient support navigators. She received a card from a patient's wife expressing gratitude for her assistance as her husband received a CAR T-Cell transplant, a procedure that helps fight certain types of blood cancer. She helped their family find accommodations for their stay that included comfortable and welcoming lodging and beneficial nutrition support to meet her husband's specific needs. The patient support navigator's assistance and comforting spirit provided this family with solace in a situation otherwise full of stressors and uncertainties.

A core cultural belief at EVERSANA is to embrace diversity and increase health equity, and a common consequential barrier to treating patients with rare diseases is attracting and retaining sufficiently diverse patient populations. EVERSANA's ability to leverage digital advertising and telehealth technologies to meet patients where they are and our access to real-world data that helps sponsors and their partners establish where to set up trial sites and recruitment efforts based on diverse patient needs are some of the ways we address these challenges and ensure more diverse patient populations are served effectively and equitably.

EVERSANA is revolutionizing the complex therapy space within the pharmaceutical industry and will always remain committed to that mission. But don't just take our word for it. The stats back us up.

OPERATIONAL RIGOR IN RARE & COMPLEX THERAPIES

ACCELERATES SPEED TO THERAPY

	EVERSANA®	INDUSTRY AVERAGE
eBV SUCCESS RATE FOR PBM & MAJOR MEDICAL	97% WITHIN 1 BUSINESS DAY	43% WITHIN 2 BUSINESS DAY
INITIAL PRIOR AUTHORIZATION SUBMISSION ACCEPTANCE	96%	30%
RIOR AUTHORIZATION TURNAROUND	3 BUSINESS DAYS	5-10 BUSINESS DAYS
TIME TO THERAPY	11 BUSINESS DAYS	16 BUSINESS DAYS
PATIENT ADHERENCE	94%	85%
PATIENT SATISFACTION	93%	85%

We help remove friction experiences found in traditional commercialization models to enable an accelerated path to market introduction for critical complex therapies. By utilizing EVERSANA as a singular outsource model, manufacturers can benefit from multiple customizable solutions under one partner markedly invested in their product's success.

Our experience in 25 disease states, seven exclusive rare products in market, four active commercial engagements in cell and gene therapy and our unique ability to reduce launch cost by 23% compared to custom in-house launches help us to navigate the complexities of developing products for small populations in a way traditional models can't.

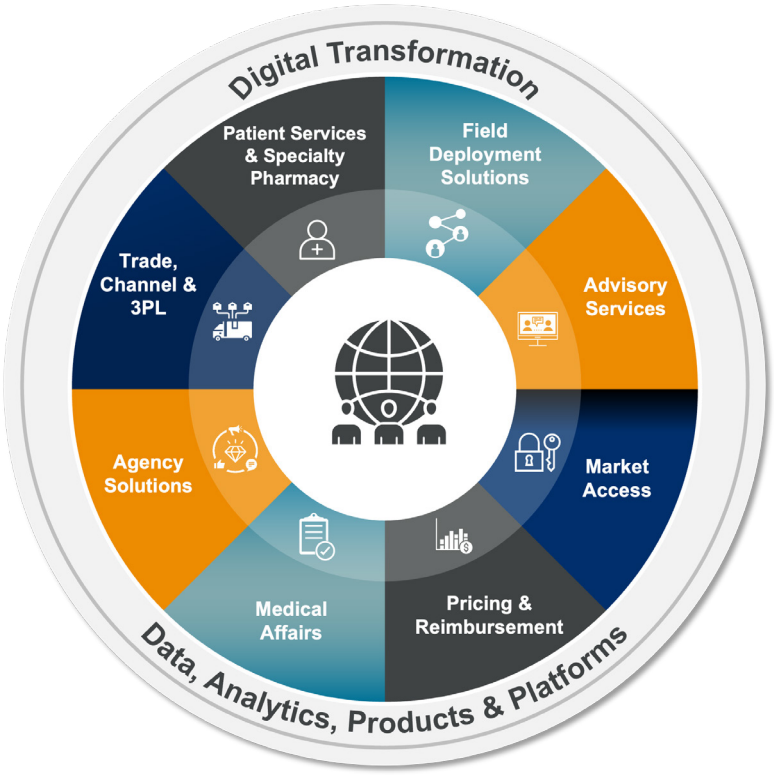
Through our end-to-end, patient-centered commercialization model, EVERSANA serves patients living with rare diseases in ways traditional models are not equipped to do. Our goal is not a transactional one, rather we are focused on ensuring we offer alleviating solutions to the challenges these people face each day. We have an already-established foundation that is ready to deploy in any infrastructure to ensure your complex therapies reach the patients they are meant to serve and find success for both them and your organization.

Conclusion: Pioneering Next Gen Commercialization for Complex Therapies

Achieving sufficient access and adherence, attaining global reach to identify patients, finding and educating specialists in specified areas, pinpointing pricing sweet spots and plenty of other challenges frequently stand in the way of manufacturers finding success with complex therapies.

EVERSANA's innovative commercialization approach yields operational excellence for manufacturers launching groundbreaking therapies by right-sizing teams and resources to impact our partners and their patients. Our model puts patient access and affordability first while simultaneously prioritizing manufacturers' unique essential needs. We continue to redefine expectations in the biopharma industry and reinvent how complex therapies are commercialized and distributed.

Bringing a new product to market, particularly a complex therapy, inevitably involves a minefield of risks for manufacturers. With EVERSANA, those risks are mitigated through targeted solutions and unparalleled support from experts with an abundance of experience and industry knowledge.



IMPACT OUR PATIENTS AND PARTNERS

25% **Reduced Launch Costs:** Data-Driven Field Deployment Strategy

93% **Patient Satisfaction:** Patient Service Programs for Rare and Complex Therapies

46% Net Promoter Score Across the EVERSANA Enterprise

95% **Retention:** Global Channel Management and 3PL Clients

Contact one of our experts today to discover all the ways EVERSANA can successfully transform your approach to complex therapy commercialization.