

Commercialization and Medical Affairs

Presented by the MAPS Business Acumen Development Committee

Presenters



Steve Casey

Managing Partner

Omni Healthcare
Communications
USA



**William "Bill"
Humphries**

CEO
Isosceles Pharmaceuticals
USA



**Matthew
Kemp**

President, Medphar
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USA



Ike Ogbaa, M.D.

Vice President & Head of
Medical Affairs
Chinook Therapeutics, Inc.
USA



Arthur Chan, PhD

Vice President of Medical
Affairs
Tarsus Pharmaceuticals
USA

“Commercialization” - the Core Business Process

The Life Force of Biopharma and Med Device Companies

>> Polling Question

In your organization, who is responsible for the commercialization of a product?

Executive Management

Manufacturing

Investor Relations

Finance

Pre-clinical

Clinical

Regulatory

Medical Affairs

Marketing

Sales

Webinar Objectives

- Improve understanding of the business of life science companies
- Describe how Medical Affairs efforts impact the overall capability to commercialize a product
- Learn some contemporary ways to bridge the commercialization interface between Medical Affairs and Marketing & Sales



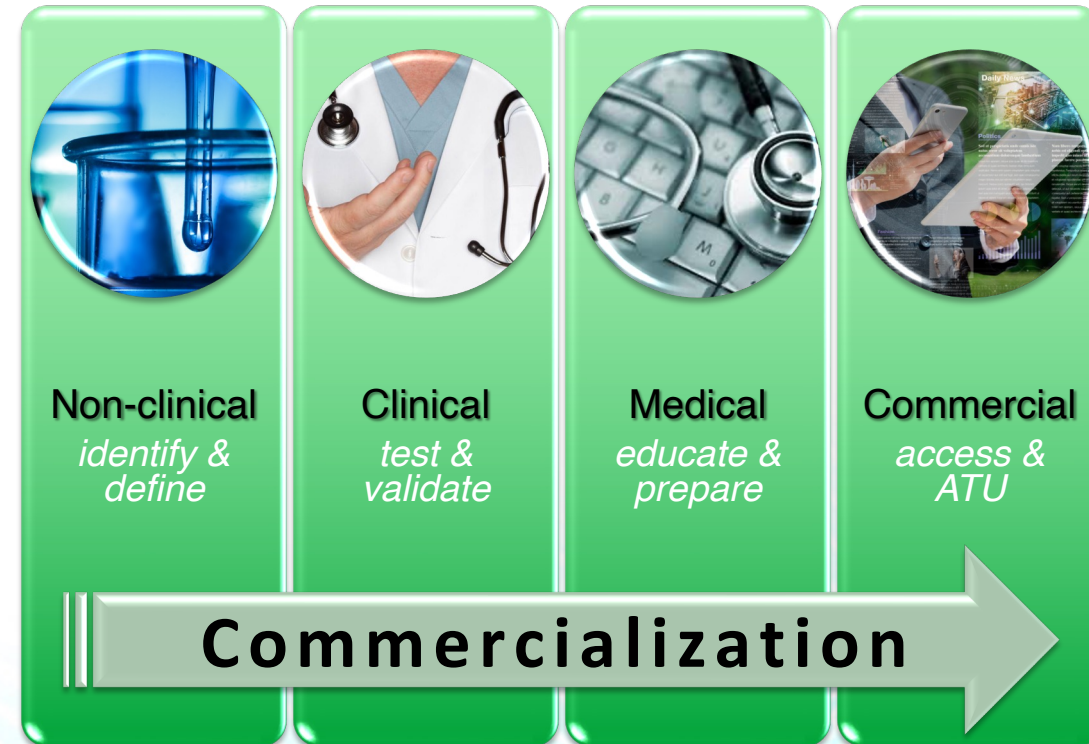
>> NOW SPEAKING: **Steve Casey**

Managing Partner – Omni Healthcare Communications

Commercialization – What is it?



- In the life sciences our function as an organization is to build a commercial product
- Commercialization is the process of developing a product from concept to delivering patient outcomes
- Ensuring that products and markets are aligned is the responsibility of everyone in the organization



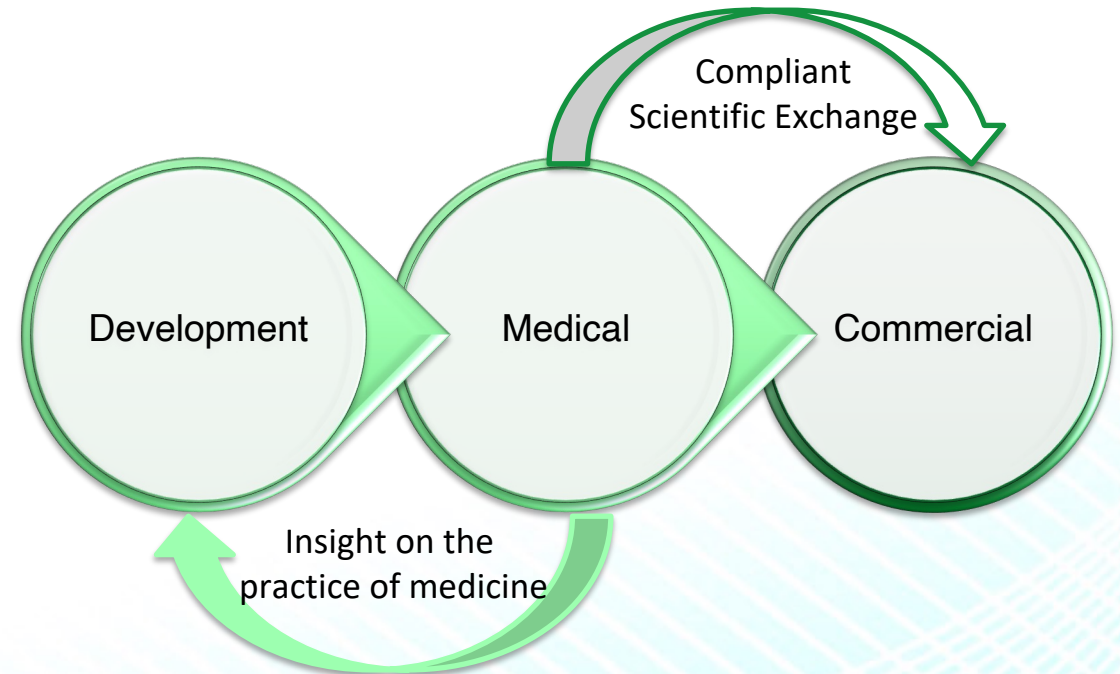


>> NOW SPEAKING: **Steve Casey**

Managing Partner – Omni Healthcare Communications

Uniquely Positioned to Improve Commercialization

- Building a solid scientific foundation
 - Generating evidence
 - Creating the medical narrative
 - Communicating and disseminating the science
 - Engaging stakeholders
- As a Medical Scientist
 - Understand healthcare delivery
 - Generate insights
 - Advise development on true market needs
 - Advise commercial on science



>> Polling Question

Have you ever thought about the commercialization process and how your Medical Affairs department is fitting into that process?

- Never
- Once or twice
- Several times
- Often

Medical Affairs in the Organization

Managing the Science



>> NOW SPEAKING: **Bill Humphries**
Chief Executive Officer, Isosceles Pharmaceuticals

Evolution of Medical Affairs



How did we get here?

- Scientific exchange pre Pharma guidelines
- Scientific exchange post Pharma guidelines

Roles and responsibilities

Cross functional teams



>> NOW SPEAKING: **Bill Humphries**
Chief Executive Officer, Isosceles Pharmaceuticals

The true destination





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Chief Executive Officer, Isosceles Pharmaceuticals

An integral role



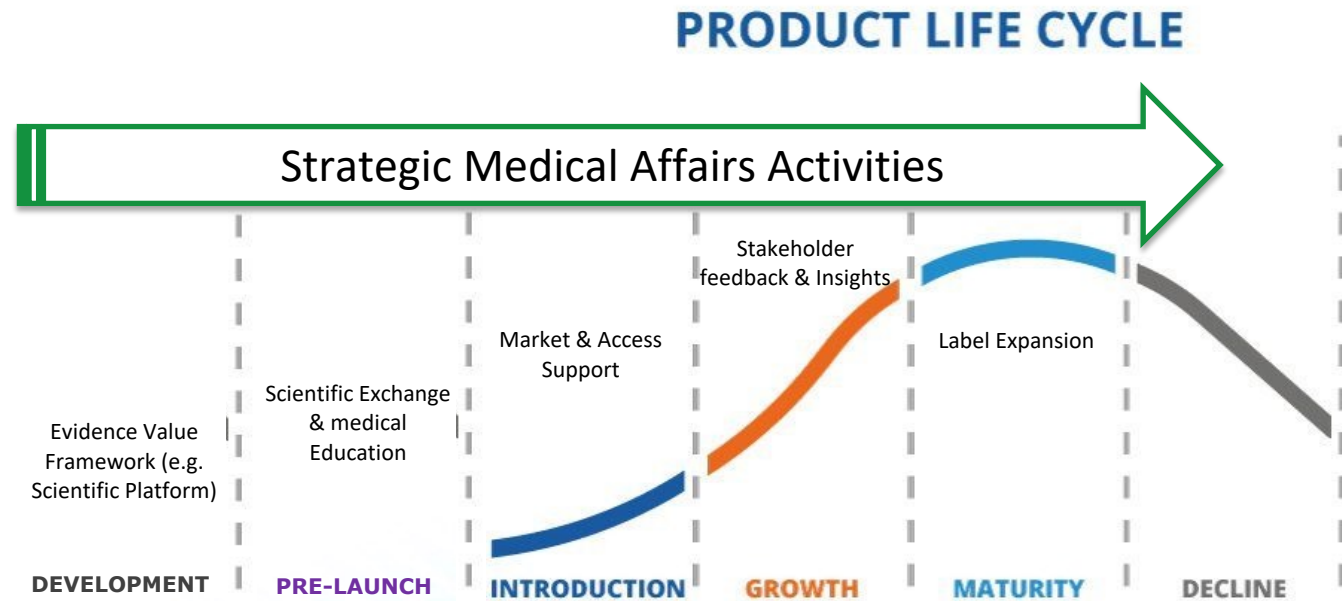


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Chief Executive Officer, Isosceles Pharmaceuticals

Medical Affairs Key Commercialization Functions



- Scientific Exchange Dissemination
- Product Pre-launch Support
- Clinical Evidence Generation & Differentiation
- Local Data Generation
- Product Safety





>> NOW SPEAKING: **Bill Humphries**
Chief Executive Officer, Isosceles Pharmaceuticals

Medical Affairs when executed perfectly...



- *Creates robust scientific exchange with providers*
- *Delivers critical scientific information to payers*
- *Serves as the institutional memory for the organization*

Ultimately...

Providing the opportunity for patients to have better outcomes

>> Polling Question

How is Medical Affairs critical to the commercialization process?

- They are the keepers of the science
- They can help educate the market on medical issues
- They communicate and disseminate the science
- None of the above
- All of the above

Commercialization at the Medical Affairs and Sales/Marketing Interface

A new perspective



>> NOW SPEAKING: **Matt Kemp**
President, Medphar Consulting

Importance of Scientific Exchange in Commercialization



An Opportunity for Medical Affairs

- Pre-approval, companies are focused on describing the unmet need or mechanism of action
- Medical Affairs is tasked with telling the scientific “story” to the market
- Once product “approved”, **your** story does **NOT** change, but...
 - ☐ the audience expands
 - ☐ additional chapters are added
 - ☐ the number of storytellers increases



>> NOW SPEAKING: **Matt Kemp**
President, Medphar Consulting

Evolution of the Story As Commercialization Begins



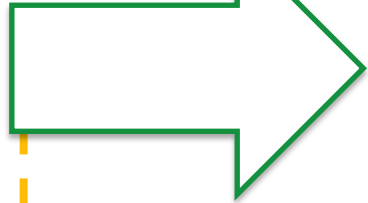
Pre-Approval

Post-Approval

Medical Affairs

Reactive
Clinical trial
Clinical data

Proactive:
Disease State
Education



Medical Affairs

- Clinical trial
- Clinical data

Marketing

- Pricing
- Value Proposition

Market Access

- Value Analysis
- Coding, Coverage, Payment

Sales

- Promotional Claims
- Operationalization



>> NOW SPEAKING: **Matt Kemp**
President, Medphar Consulting

Your Story Remains the Same, but You May be Engaging Different Stakeholders



Payors

Formulary or Value Analysis Committees

Medical Societies

Distributors / Group Purchasing Organizations

Etc...

>> Polling Question

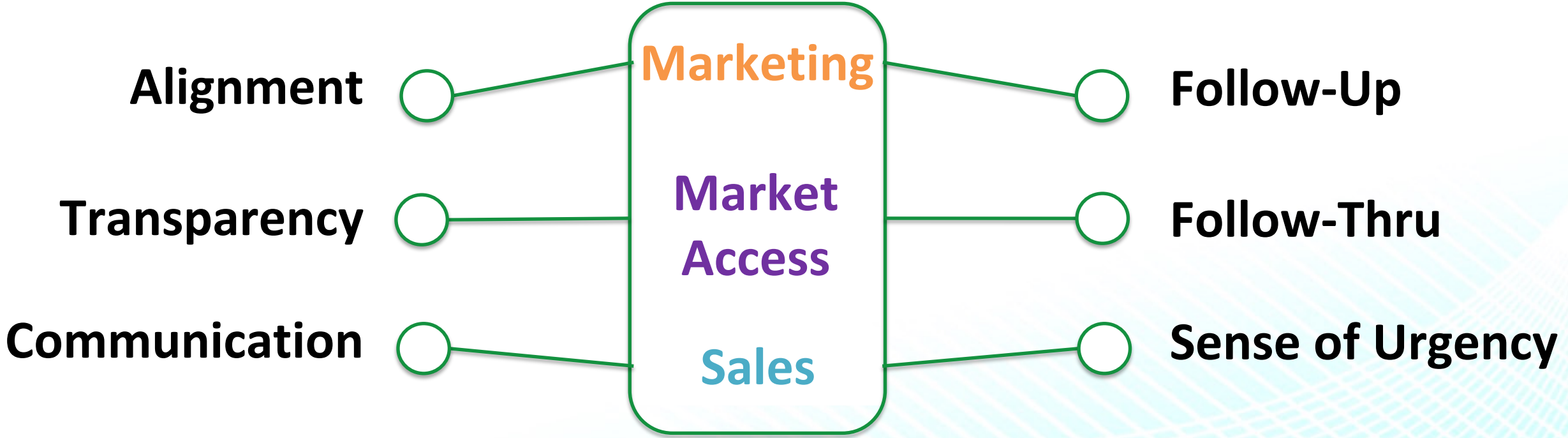
Which part of the commercial team has been the best to work with?

- A) Sales
- B) Marketing
- C) Market Access
- d) None



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President, Medphar Consulting

So what do your commercial partners need?



Panelists



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As a Medical Affairs Professional are you finding that digital opportunities for scientific exchange are blurring the lines for you between what is compliant and what is not?

- A) No not all
- B) Sometimes
- C) Often

Thank You!

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