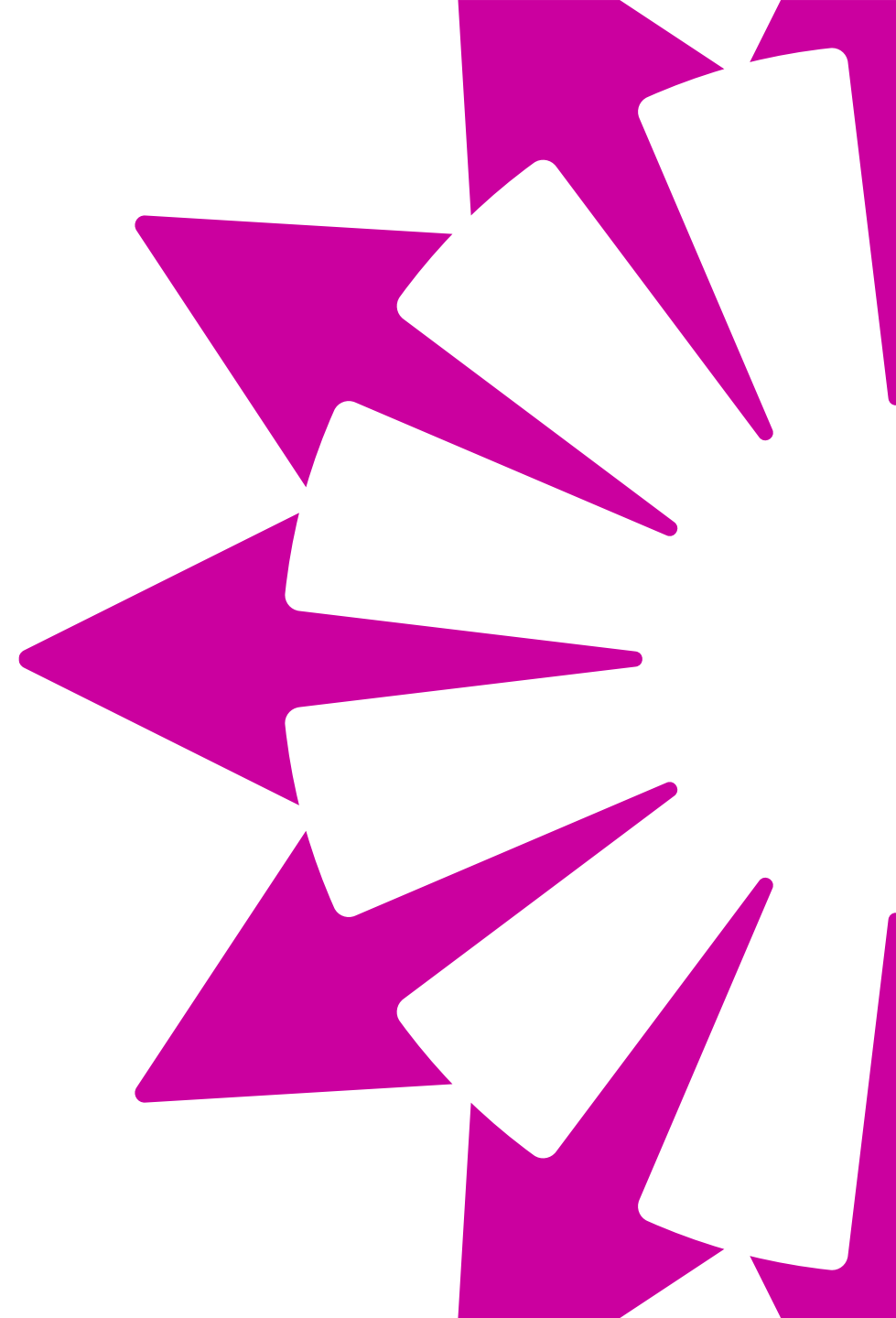




PRECISION AQ™

Medical Communications Capabilities



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Medical Communications

Deep scientific expertise enabling interpretation and communication of complex science in cutting edge areas of medicine



Our Medical Communications experience by the numbers

SCIENCE ON STAFF

300+

Employees

85+

With doctoral degrees in science

PRODUCTS AND LAUNCHES

185+

Products supported

45+

Supported launches

SUPPORTED

45%

Of current clients have >5-year partnership

100+

Pharma & biotech companies

DEEP BENCH OF SCIENTIFIC EXPERTISE

A REPUTATION FOR FLAWLESS EXECUTION

A TRACK RECORD OF RESULTS



We bring...

The same rigor and dedication to communicating your science as you bring to creating it

Our experts dig deep and wide into the science surrounding your innovation.

No stone is left unturned.

We sift through this mountain of data and information to create the strategy to communicate your scientific story.

We deliver programs and assets that tell your story with impeccable execution:

Every detail checked and rechecked to ensure nothing is lost in translation. We won't stop till we get it right.

RESULTS

COMMUNICATION AND EDUCATION THAT INFORMS AND INSPIRES HCPs AND OTHER STAKEHOLDERS TO ACT.





Our medical communications capabilities

MARKETING

- Commercialization strategy
- Launch planning and execution
- Thought leader engagement and insights
- P2P strategy and tactics
- Omnichannel marketing strategy and execution

MEDICAL AFFAIRS

- Publication planning and execution
- Communication plan development
- Scientific communications
- Evidence generation strategy and life cycle management
- Medical expert engagement and insights
- Scientific platform development
- Advisory board meetings

FIELD TRAINING

- Sales representatives, thought leader liaisons, and medical science liaisons
- Foundational modules
- Curriculum development
- Workshops
- Assessments and certification
- Sales tools and resources

DIGITAL/TECHNOLOGY

- KOL and DOL ID, profiling, and engagement
- Omnichannel customer engagement (OCE)
- Animations (MOA, MOD)
- AR and VR applications
- Digital and interactive tools
- Virtual events and video
- Websites
- ELearning



A deeper dive into our marketing capabilities

Commercialization Strategy	Thought-leader Engagement and Insights	Peer-to-Peer Strategy and Tactics	Multi-channel Marketing Strategy and Execution
<ul style="list-style-type: none">• Product Positioning• Message Development• Launch Planning and Readiness• Disease Education and Market Prep	<ul style="list-style-type: none">• KOL/DOL Mapping Platforms• KOL/DOL Profiling/POAs• Advisory Board Meetings• Steering Committee Meetings• Congress Coverage	<ul style="list-style-type: none">• Brand Planning (strategic/tactical)• Content Development• Speaker Training and Ongoing Engagement• Congress Activities• Congress Booth Materials• Symposia	<ul style="list-style-type: none">• Videos• Social Media• On-demand Programs• Virtual Ad Boards• Mobile Device Tools• Banner Ads• Email Marketing

Why they hire us to do it

Strategic and tactical services grounded in science

Expert in executing peer-to-peer tactics and engaging KOLs

True strategic partner, engaging in brand planning



A deeper dive into our medical affairs capabilities

Strategic Insights and Support	Internal Activities	Scientific Communications	Clinical Development Strategy	External Communications
<ul style="list-style-type: none">• Annual and Launch Readiness Planning• Key Opinion Leader ID and Interactions• Advisory Board Meetings• Competitive Intelligence• Insight Mining	<ul style="list-style-type: none">• Landscape Assessments• Disease State Backrounders• Congress Coverage• Expert Lecture Series• MSL Training and Journal Clubs	<ul style="list-style-type: none">• Literature Gap Analyses• Communication Planning• Scientific Platform Development• Publication Planning• Abstracts, Posters, Manuscripts	<ul style="list-style-type: none">• Gap Analyses• Scientific Evidence Generation Planning• Steering Committees• Life Cycle Management	<ul style="list-style-type: none">• Congress Booth Materials• MSL Slide Decks and Materials• Medical Symposia

Why they hire us to do it

Deep bench of scientific and clinical knowledge

Core expertise in creating scientific platforms and disease state education

Vast experience in providing strategic insights and support to medical teams

Strong ability to distill scientific concepts and data into key messages



A deeper dive into our training capabilities

Build Knowledge

- Learning Systems
 - ✓ Anatomy and Physiology
 - ✓ Disease Education
 - ✓ Product Information
 - ✓ Competitive Landscape
- eLearning, M-Learning, Gamification
- Assessments

Develop Skills

- Workshops
 - ✓ Live
 - ✓ Virtual
- Facilitator and Participant Guides
- Certification and Sales Simulations

Enhance Performance

- Product and Marketplace Updates
- Scenario-based Training
- Sales Tools, Job Aids, Flashcards
- Resource and Implementation Guides

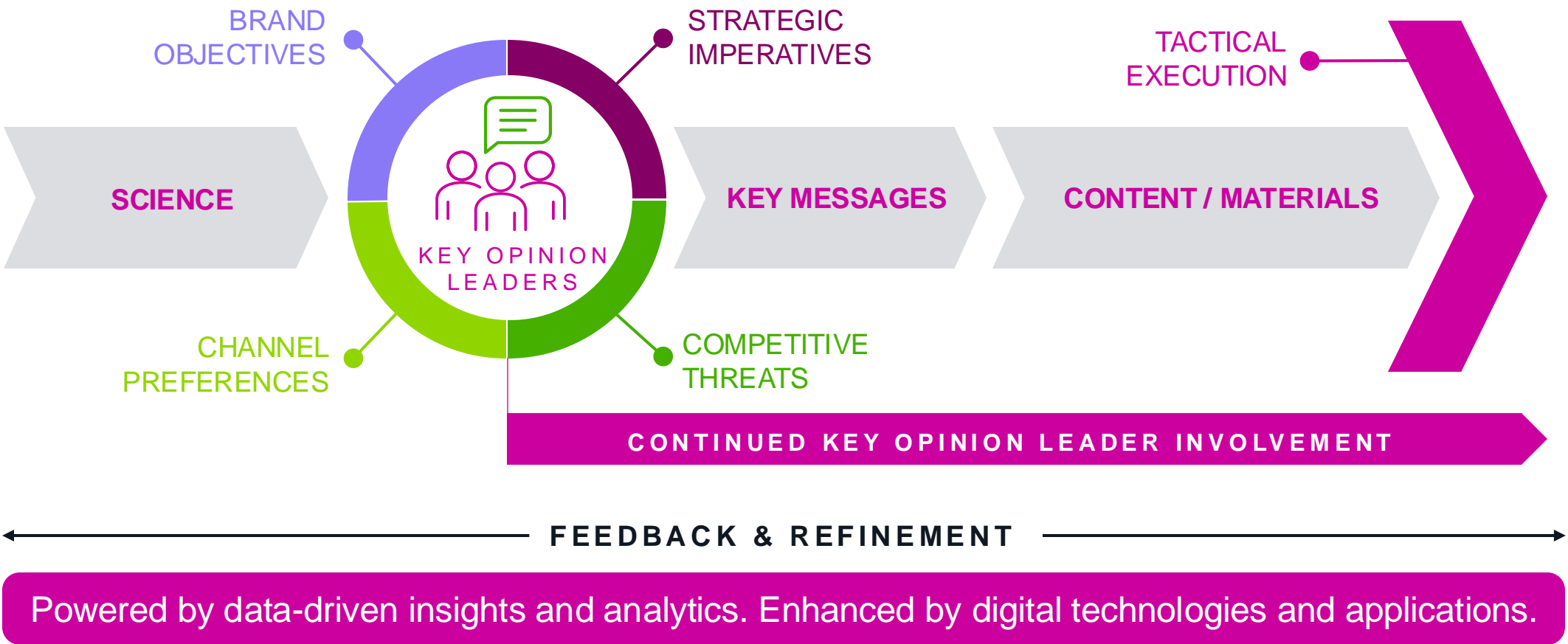
Why they hire us to do it

Our deep understanding of the most critical elements of science commercialization and our application of a comprehensive approach to learning and development

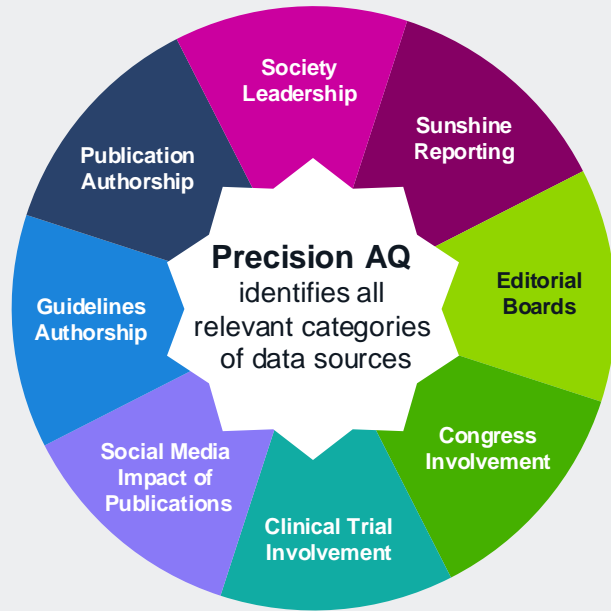
Expertise in development of assets that engage adult learners with experiences that are relevant and effective to achieve key knowledge and skills aligned to business goals



Engaging with experts is central to our best practice approach to medical communications strategy and content development

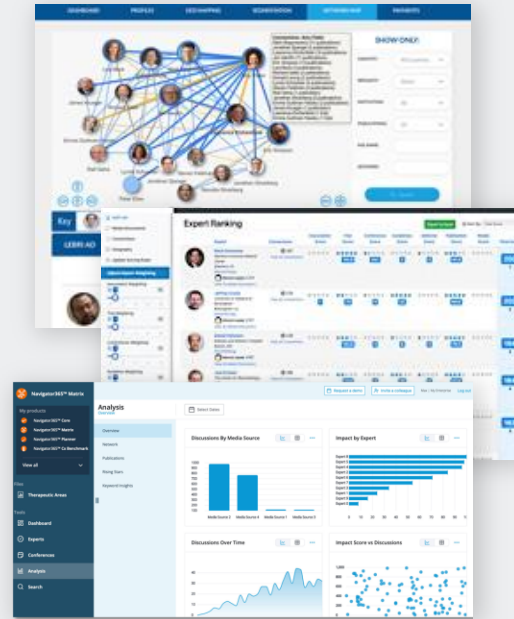


End-to-End Opinion Leader Solutions and Services



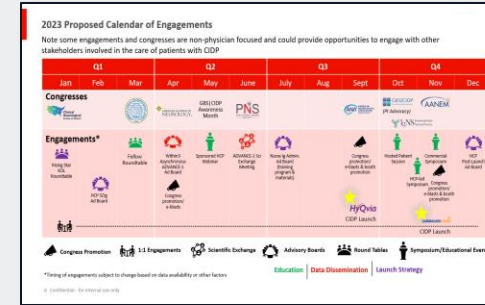
IDENTIFICATION

- Search strategy defined and participation captured across all relevant sources - journals of interest, conferences, trials, guidelines, associations, etc.
- Identified, scored, and ranked list of influential medical experts



PROFILES, MAPS, & INSIGHTS

- Comprehensive profiles curated with KOL/DOL analytics
- Detailed KOL connections mapped
- Insights revealed about DOL networks, sentiment, and HCP followers
- Real-time alerts and Digital Amplification Index of DOLs

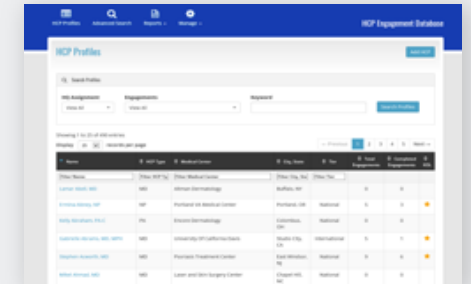


Our approach: An effective KOL engagement strategy is based on shared goals and should focus on quality over quantity

Engagement Objective	Measurement of Success	Prioritized KOL Segment(s)	Key supportive engagement activities
Obj 1: Understand engaging gaps in HCP, identify and address gaps	KOL participation in 10+ strategic focused events related to drug therapy	Key Opinion Leader	Scientific Exchange, Advisory Board, Round Table, Symposium/Educational Event
Obj 2: Maximize value on existing OOP standard events, including but not limited to congresses and treatment guidelines development	KOL participation in 10+ strategic focused events related to drug therapy	Key Opinion Leader	Scientific Exchange, Advisory Board, Round Table, Symposium/Educational Event
Obj 3: Develop strategic focus and alignment of medical community with shared business objectives	10+ focused content/communities	Key Opinion Leader	Scientific Exchange, Advisory Board, Round Table, Symposium/Educational Event
Obj 4: High alignment of HCPs, presence and ongoing sponsored activities at congresses	KOL attendance at congress booth and associated events (10+ annually)	Key Opinion Leader	Scientific Exchange, Advisory Board, Round Table, Symposium/Educational Event
Obj 5: Build trusted relationships with thought leader HCPs (10) according to knowledge of the product and the KOL's specialty and clinical practice	Field team identifying 5 specific leads with each KOL and 10% with at least one meeting in person	Key Opinion Leader	Scientific Exchange, Advisory Board, Round Table, Symposium/Educational Event
Obj 6: Develop collaborative relationships with 10+ HCP Marketing team	Marketing team identifying 10 unique leads with each KOL every 6 months	Key Opinion Leader	Scientific Exchange, Advisory Board, Round Table, Symposium/Educational Event

ENGAGEMENT PLAN & EXECUTION

- Actionable engagement segments of KOLs/DOLs based on activity and topics of interest
- OL characteristics most appropriate for each engagement opportunity identified and OL mapped to appropriate engagement opportunity



TRACK ENGAGEMENTS & OUTCOMES

- Central management of planned engagements and expert participation
- Recorded interactions and insights
- Ad hoc filtering and reporting to summarize engagements and assess desired outcomes





Case Studies

Marketing

Case studies



Collaboration to develop high-impact, branded content in a novel speaker format

Partnership to Meet Stakeholder Needs

SITUATION

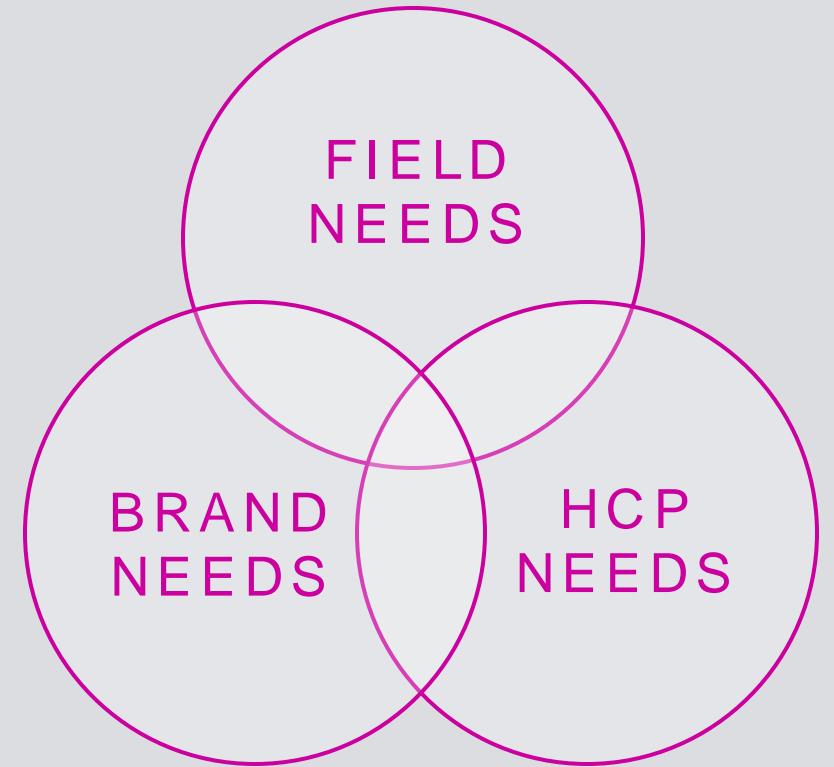
- With several products on the market, our client of over 10 years had a plethora of branded and unbranded materials and speaker content available for the brand to utilize

TASK

- The client wanted a novel, high-impact speaker deck to excite the speakers, keep HCP attendees engaged and interested, and enable them to be agile about meeting the educational needs of their audience

APPROACH

- We developed a 'choose your own adventure' HCP speaker deck playing on the brand's branded passport campaign
- We leveraged speaker and field stakeholders to consolidate existing content into a one-stop shop and include mandatory and several unbranded and branded optional sections. The field and speaker for any given program could align prior to the program and determine which content route they would utilize based on the educational needs and interests of the audience. The field and speaker partnership was paramount to fostering ownership and excitement about the content



Collaboration to develop high impact, branded content in a novel speaker format (cont'd)

RESULTS

- We provided comprehensive strategic and tactical support and ensured flawless execution of the program. Additionally, we developed execution guides and comprehensive training for the field team and HCP speakers
- We delivered successful speaker programs that enabled the HCP Speaker and Field Host to compliantly deliver content tailored to the educational needs and interest of the program's audience, increasing the impact of P2P programs and Speaker satisfaction

CHOOSE YOUR OWN ADVENTURE DECK



EXECUTION GUIDES FOR FIELD AND SPEAKERS



Tips for Executing Compliant Programs

- Review the deck map on the following page, which also appears in the speaker notes corresponding to slide 2 of the deck, to familiarize yourself with the modules and potential "journey" you can follow during your program.
- Work with your Novartis representative in advance of scheduled programs to determine which of the optional modules are most appropriate for you/your audience.
- Allow sufficient time to complete the core slides and optional modules and ample time for questions.

This confidential document is for your information only.



Adverse event management program created from KOL insights

Ocular in-service slide deck

SITUATION

- A client was preparing to launch an oncology product that had known ocular AEs, and many oncologists were unfamiliar with ocular AEs.

TASK

- The client wanted that audience to be well prepared to monitor and mitigate ocular AEs and not to view them as a barrier to use

APPROACH

- We hosted a series of consulting and advisory board meetings with both ophthalmologists and oncologists
- Participants in the advisory board and consulting meetings discussed how to monitor for the product's ocular AEs without creating overly burdensome steps for those treating the patient



Adverse event management program, created from KOL insights (cont'd)

RESULTS

- Feedback regarding concerns and mitigation strategies was used to create educational tools and inform the draft label
- Resources were developed for ophthalmologists, optometrists, other eye care staff to increase education about AE management and referrals to other providers
- Recent advisory board meeting insights have suggested oncologists are more confident coordinating care to manage unfamiliar adverse events (such as ocular AEs) and have become more comfortable communicating these approaches to their patients. Notably, multiple advisors use the ocular assessment form and eye drops as “tickets to treatment” that must be brought to appointments

EYE CARE GUIDE

Mirvetuximab Soravtansin-gyns (MRV) Monitoring Card for Ophthalmic Staff

BOXED WARNING: OCULAR TOXICITY

- MRV can cause severe ocular toxicity, including visual impairment, keratitis, dry eye, photophobia, eye pain, and vision loss.
- Conduct an ophthalmic exam including visual acuity and slit lamp exam prior to initiation of MRV, every other cycle for the first 4 cycles, and as clinically indicated.
- Administer prophylactic artificial tears and ophthalmic topical steroids.
- Discontinue MRV for severe toxicities and resume at the time to reduce risk.
- Discontinue MRV for grade 3 or 4 toxicity.

BASE CONTENTS

- MRV Ocular Assessment Form
- Eye Hygiene Suggestions
- Eye Examination Schedule
- Eye Drop Schedule

MRV Ocular Assessment Form

Ensure the following:

- Admin and/or non-admin professional (NAP) has the MRV Ocular Assessment Form to be completed while the patient is in the office.
- Forward to oncology office to send the completed MRV Ocular Assessment Form.

Reminder: Scheduling the patient's OCP follow-up for the next 4 weeks to help a week.

Eye Examination Schedule

Conduct an ophthalmic examination (OEM) to initiation of MRV, every OTHER cycle (week 2) starting for the first 4 cycles, and as clinically indicated. The examination should be both the following:

- Best corrected visual acuity (BCVA)
- Slit lamp examination.

NOTE: As part of their treatment with MRV, your patient is being prescribed ophthalmic topical steroids that may increase intraocular pressure.

Eye Hygiene Suggestions

- Thoroughly use of preservative free lubricating eye drops and other preservative free eye care products, including use of contact lenses.
- Cleaning the ocular eye area.
- Using OTC eye drops.
- Wearing sunglasses in daylight.

Eye Drop Schedule

Definition: Topical Steroids: The use of ophthalmic topical steroids is recommended. The Ocular Assessment Form consists of any or treatment modification should be made only after consultation with a OCP team.

Each Cycle:

- Day prior to infusion and Day 1: Administer 1 drop of ophthalmic topical steroids to each eye 4 times daily.
- Days 3-5: Administer 1 drop to each eye 4 times daily.

Reminder: Discuss with oncology what self-prescribe ongoing eye drops.

Lubricating Eye Drops: The use of lubricating eye drops at least 4 times daily and as needed is recommended during treatment with MRV.

- Use eye products to soothe lubricating eye drops.
- Administer preservative free eye drops 3-4 times daily after ophthalmic exam at several administration before starting, lubricating eye drops.

OCULAR ASSESSMENT FORM

Ocular Assessment Form
This is an ophthalmic exam report.

TO BE COMPLETED BY THE PROVIDER'S CLINICAL STAFF OR NAPI

TO BE COMPLETED AND SIGNED BY THE PROVIDER'S CLINICAL STAFF OR NAPI'S SUPERVISOR

Please check the appropriate box(es):

Is the patient? New Re-eval Follow-up eye or contact lens services

Best corrected visual acuity (BCVA) at distance (20/20, 20/30, 20/40, 20/50, 20/60, 20/70, 20/80, 20/90, 20/100, 20/120, 20/150, 20/200, 20/250, 20/300, 20/400, 20/500, 20/600, 20/700, 20/800, 20/900, 20/1000)

Visual acuity

	Distance (20 ft)	Near (40 cm)	Distance (20 ft)	Near (40 cm)
Right eye	20/20	20/20	20/20	20/20
Left eye	20/20	20/20	20/20	20/20

Ophthalmic exam

	Right eye	Left eye	Both eyes
Visual acuity	20/20	20/20	20/20
External examination	Normal	Normal	Normal
Slit lamp examination	Normal	Normal	Normal
Visual field testing	Normal	Normal	Normal
Intraocular pressure	12	12	12
Optic disc	Normal	Normal	Normal
Macula	Normal	Normal	Normal
Retina	Normal	Normal	Normal
Anterior chamber angle	Normal	Normal	Normal
Cornea	Normal	Normal	Normal
Lens	Normal	Normal	Normal
Posterior chamber angle	Normal	Normal	Normal



A national breast cancer council was established to provide ongoing input on product strategy and educational activities

SITUATION

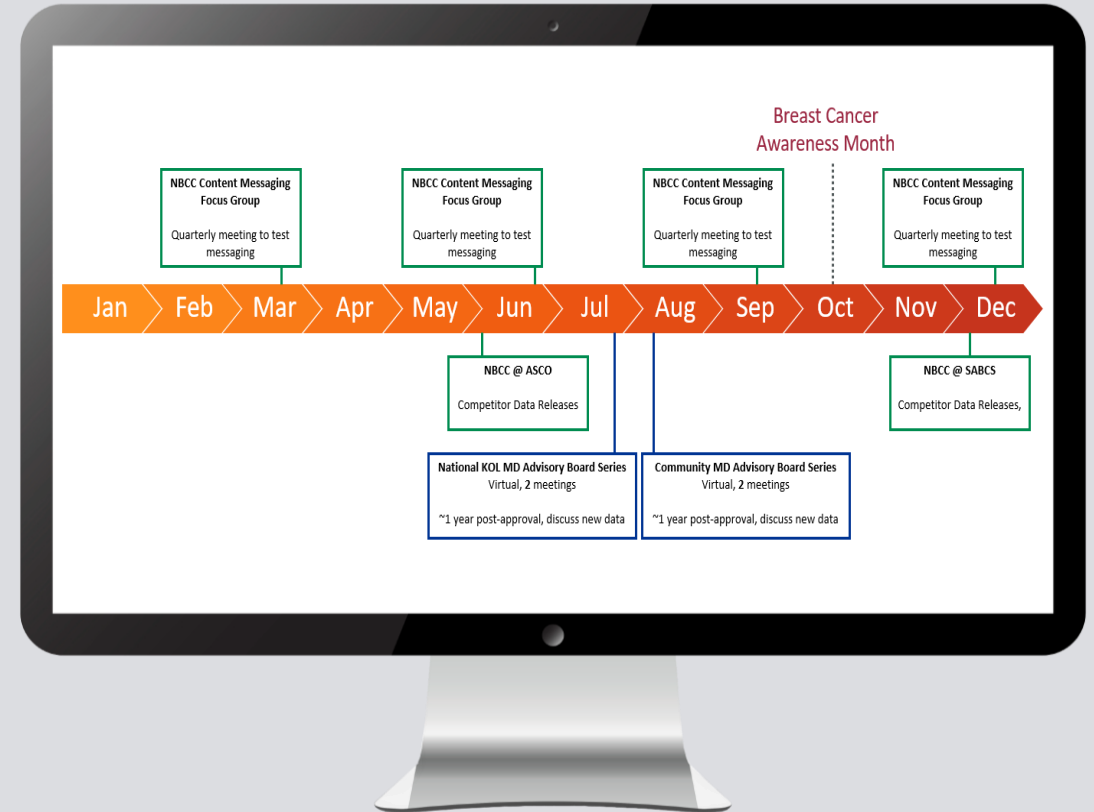
- Client’s product was recently approved for triple-negative breast cancer
- Numerous competitors (including novel MOAs) were coming to market
- Due to the product’s black box warning, community-level oncologists were limiting use of the product to later lines of therapy

TASK

- We were tasked to address safety concerns that were limiting uptake of product with multiple competitors coming into the space

APPROACH

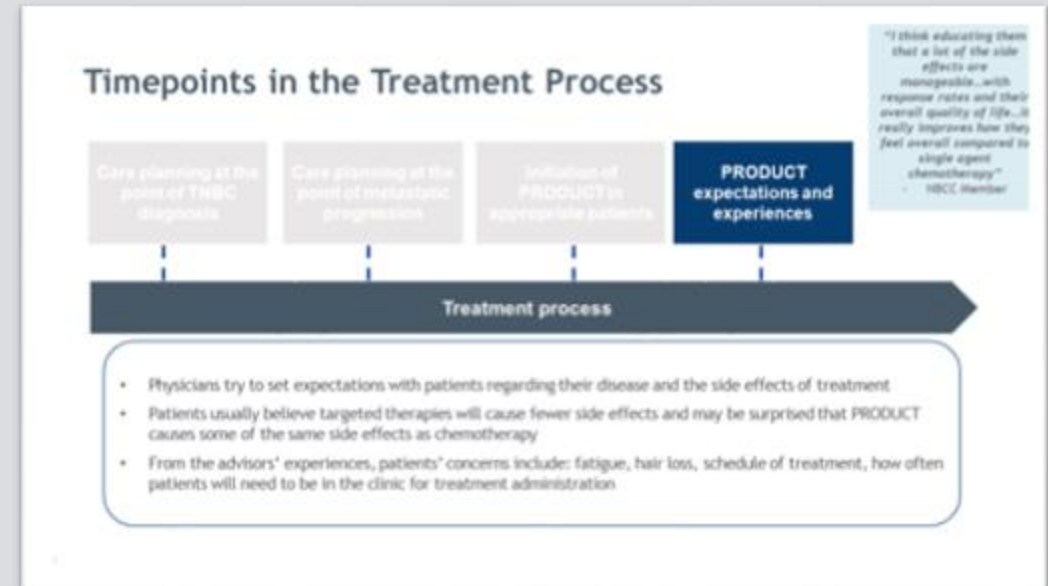
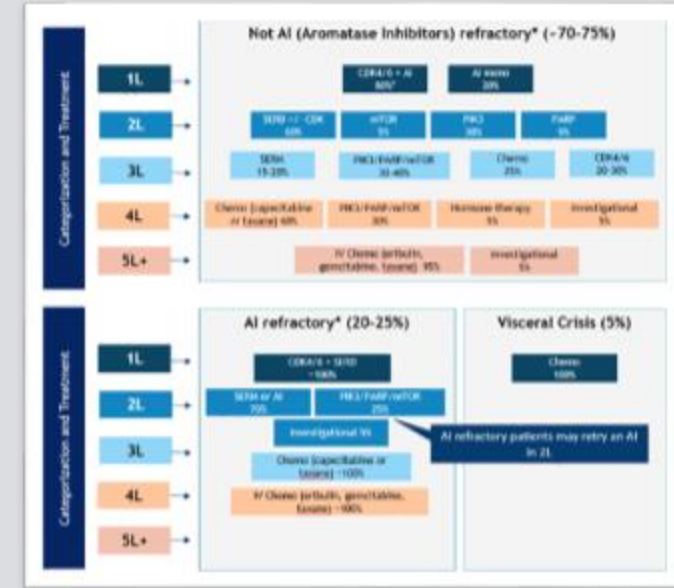
- We established a national breast cancer council of top-tier breast cancer experts who served as a consistent and trusted panel
- We convened the council 4 to 5 times per year at key congresses where new product and competitor data were released and held ad hoc meetings as needed to gain insight to inform the client’s strategy



A national breast cancer council established to provide ongoing input on product strategy and educational activities (cont'd)

RESULTS

- Insights from the breast cancer council informed future clinical trial study designs
- The council provided feedback on new data, its impact on the treatment landscape, and the client's educational materials in development
- The council's advice informed updates to the product strategy, educational activities, and refinements to educational messages and content



Driving best-in-class rare disease launch execution

Sample innovative tactics

SITUATION

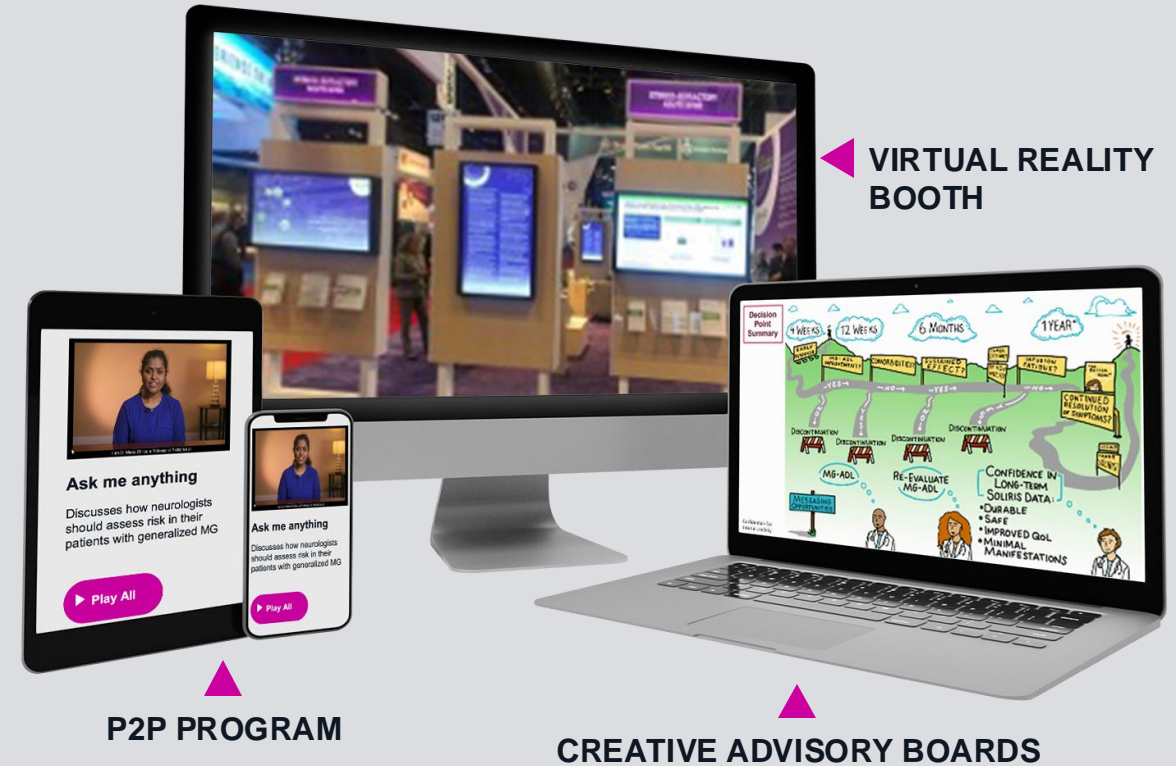
- Client had limited experience in the neurology space and needed to start from square one to establish itself as a leader in the field in two separate indications
- The product was the first approved therapy in each indication

TASK

- We were tasked with supporting the launch of an inline extension of a hallmark product into unknown disease states/target (neurology) globally by providing medical education support for a variety of audiences

APPROACH

- We engaged with thought leaders and gain insights to further inform our strategy and tactics
- We utilized key “blocking and tackling” medical communications tactics as well as unique, cutting-edge tactics, such as VR/AR, creative advisory board meetings, and unique P2P initiatives



Driving best-in-class rare disease launch execution (cont'd)

RESULTS

- We provided comprehensive strategic and tactical support to ensure flawless execution
- We delivered a suite of traditional and outside the box deliverables to ensure client prepped and ultimately owned the market, pre-emptively blunting any future competition in each indication
- These innovative tactics gave the client an upper hand prior to competitive encroachment in the field

**TACTICS
COMPLETED**

PRE-LAUNCH

- Compelling Scientific Content
- Insights Generation and Brand Strategy
- KOL Identification and Mapping
- Competitive Readiness
- Creative Advisory Board Meetings
- Global KOL Identification and Influence Mapping
- Field Force Readiness Materials

POST-LAUNCH

- Literature Identification and Messaging Optimization
- Virtual Reality Patient Experience
- Virtual and Live Congress Support
- P2P Engagement



Medical Affairs

Case studies



Robust strategic communications planning and execution for a rare neurodegenerative disease

SITUATION

- A small start-up biotech company was developing a novel product for a rare neurological condition with high unmet need

TASK

- We were asked to create a scientific communication strategy and support the launch for rare neurology product

APPROACH

- We partnered with the start-up biotech to plan and execute their scientific communications strategy to ensure a successful launch
- We swiftly built the scientific foundation and strategic communications plan, including abstracts, manuscripts, posters, and a range of other communications, strategic, and insight-gathering support



Robust strategic communications planning and execution for a rare neurodegenerative disease (cont'd)

RESULTS

- We provided comprehensive strategic and tactical support to ensure flawless execution from pre- to post-launch
- Over the 5+ year partnership (and still ongoing today), our team delivered 9 manuscripts, 57 abstracts, 39 posters, and 10 oral presentations, and supported activities at >20 congresses

Long-Term Benefits in Overall Survival, Function, and Safety With a Fixed-Dose Combination of

INTRODUCTION

An oral fixed-dose combination of apilindin and cenlarinib (AMC202) significantly improved disease progression in the multicenter, phase 2b/3b clinical trial.

RESULTS

Baseline characteristics were generally well balanced with both groups having similar percentages of age, gender, and disease severity. The AMC202 group (N=100) had a significantly higher percentage of patients with moderate to severe disease (75% vs 50%, p=0.0001).

FIGURE 1. Overall Survival (ITT Population)

TABLE 2. Summary of Participants With ≥1 Treatment Emergent Adverse Event (TEAE) by System Organ Class (SOC) (≥5% in Overall Population)

System Organ Class (SOC)	AMC202 (n=100)	Placebo (n=100)	Number (%)
Respiratory, Upper	52 (52)	49 (49)	101 (50)
Respiratory, Lower	24 (24)	21 (21)	45 (22.5)
Respiratory, Pharynx, and Mediastinal	13 (13)	20 (20)	33 (16.5)
Infections and Infestations	10 (10)	17 (17)	27 (13.5)
Head, Pain, and Sensory	10 (10)	10 (10)	20 (10)
Head, Pain, and Sensory, and Pharynx, Upper	10 (10)	10 (10)	20 (10)
Head, Pain, and Sensory, and Pharynx, Lower	10 (10)	10 (10)	20 (10)
Head, Pain, and Sensory, and Pharynx, Upper, and Pharynx, Lower	10 (10)	10 (10)	20 (10)
Head, Pain, and Sensory, and Pharynx, Upper, and Pharynx, Lower, and Pharynx, Upper	10 (10)	10 (10)	20 (10)
Head, Pain, and Sensory, and Pharynx, Upper, and Pharynx, Lower, and Pharynx, Upper, and Pharynx, Lower	10 (10)	10 (10)	20 (10)
Head, Pain, and Sensory, and Pharynx, Upper, and Pharynx, Lower, and Pharynx, Upper, and Pharynx, Lower, and Pharynx, Upper, and Pharynx, Lower	10 (10)	10 (10)	20 (10)

CONCLUSIONS

- Clinical outcomes and safety profile of AMC202 were associated with long-term functional and OS benefits.
- The proportion of participants who reported TEAEs was similar to both treatment groups.
- An adverse event occurred throughout the study but was more frequent during the first 2 weeks of treatment.

TABLE 1. Efficacy Outcomes at 48 Weeks (mITT Population)

Parameter	AMC202 (n=100)	Placebo (n=100)	OR (95% CI)	P-value
Median OS (months)	30.1 (95% CI: 27.8-32.4)	21.1 (95% CI: 19.8-22.4)	1.43 (1.28-1.58)	<0.0001
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Presented at JNF 2023, April 4-7, 2023, Lyon, France and virtual, Hybrid Meeting.

Design of a Global Phase 3, Randomized, Placebo-Controlled Trial of a Fixed-Dose

Phase 3 Trial to Evaluate the Safety and Efficacy of Oligodin Piv/olaparib + trametinib (AMC202) in ALS

BACKGROUND AND OBJECTIVES

Phase 3 trial (AMC202) will evaluate the safety and efficacy of AMC202, or placebo, in ALS. The primary endpoint is overall survival (OS) at 48 weeks.

FUNCTION

Phase 3 trial (AMC202) will evaluate the safety and efficacy of AMC202, or placebo, in ALS. The primary endpoint is overall survival (OS) at 48 weeks.

SURVIVAL

Phase 3 trial (AMC202) will evaluate the safety and efficacy of AMC202, or placebo, in ALS. The primary endpoint is overall survival (OS) at 48 weeks.

SAFETY

Phase 3 trial (AMC202) will evaluate the safety and efficacy of AMC202, or placebo, in ALS. The primary endpoint is overall survival (OS) at 48 weeks.

TRIAL TO BEGIN RECRUITING IN Q3 2021

AMYLX



Interactive exercises to identify barriers and drivers of adherence and persistence to therapy

SITUATION

- The client's product had been recently approved
- Initial utilization data indicated that patients were discontinuing therapy

TASK

- We were tasked to gather insights to inform why patients struggled with adherence and persistence to therapy

APPROACH

- We held a series of live advisory boards to identify barriers and drivers of adherence and persistence to therapy
- We engaged advisors in a variety of ways:
 - Live polling to gather a Word Cloud of key issues to prompt further discussion
 - Patient journey exercise with a bank of event icon stickers to map key events, barriers, and drivers of continuing therapy



Interactive exercises to identify barriers and drivers of adherence and persistence to therapy (cont'd)

RESULTS

- We identified key barriers and drivers that were impacting adherence and persistence
- This patient journey exercise identified 9 readily actionable and nationally needed activities that the client could take to streamline the process of ensuring patients receive treatment, including things as simple as increasing font sizes on forms and providing template letters, to more complex activities like supporting education on expectations for treatment in this highly disabled population
- Additionally, our team incorporated the insights into strategic and tactical plans to improve patient adherence and persistence to therapy



Preparing to launch a second-to-market therapy for a rare oncology condition

SITUATION

- Client was launching a novel switch-control tyrosine kinase inhibitor (TKI) for advanced gastrointestinal stromal tumors, a rare disease for which there are very limited fourth-line treatment options. Therapy was going to be second-to-market closely behind another TKI competitor

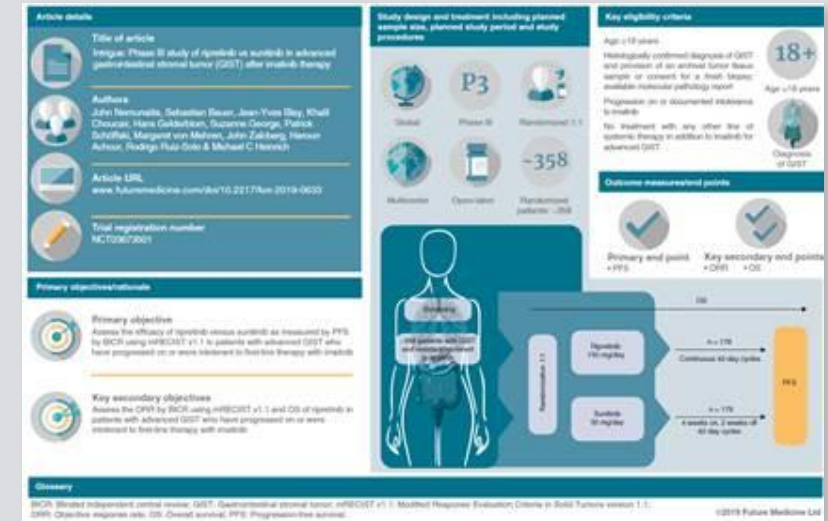
TASK

- We were tasked to provide launch support for oncology rare disease product

APPROACH

- Although the client's therapy was going to be second-to-market in this line of therapy, we completed a deep dive into their clinical data and uncovered nuances that could help the therapy differentiate and own the scientific narrative, including the effectiveness of targeting a broader spectrum of mutations
- We established KOL relationships, built a steering committee, created a strategic communication plan, wrote abstracts/posters/manuscripts for publication, trained new MSLs, and developed field resources while infusing key distinctive insights into the work to create a differentiation story

	Engagement Opportunity	National	Regional	Academic	Community	Clinical Research	Patient Focused
Medical Affairs	Content Development	•		•			○
	Steering Committee	•	○	•	○	•	
	Strategic Council	•		•		•	
	Data-Driven Advisory Board Meetings	•	○	•	○	•	
Clinical Development	1:1 Engagements	•	○	•	○	○	○
	Content Development	•		•		•	•
	Publications	•		•		•	•
	Post-Hoc Analyses	•	○	•		•	○
	Clinical Trials	•	○	•	○	•	○
	Steering Committee	•	○	•		•	
	1:1 Engagements (Scientific Exchange)	•	○	•	○	○	
	Messaging Advisory Board Meetings	•	○	○	○		
	Supportive Care Advisory Board Meetings	•	•	○	•		
	Branded Speaking	•	•	•		○	
Unbranded Speaking	•	•	•				



Preparing to launch a second-to-market therapy for a rare oncology condition (cont'd)

RESULTS

- As a result of these activities, oncologists gained an increased awareness of company and therapy (evidenced by significantly greater KOL engagements), positive perception of broad-spectrum MOA, and awareness of publication activity. Therapy was poised for strong launch

TACTICS COMPLETED

- KOL Identification, POA, Engagements
- Advisory Board
- Scientific Platform and Lexicon
- Publications Analysis and Execution
- Abstracts, Posters, Manuscripts
- Presentations, Slide Library
- MOA Assets
- MSL Training
- MSL Resources

Structure of KIT and PDGFRA

KIT (and the closely related PDGFRA) protein contains¹:

Domain	Function	KIT Exon	PDGFRA Exon
Extracellular	Ligand binding	9	10
Transmembrane	Anchor	10	11
Juxtamembrane	Inhibitory switch	11	12
Tyrosine kinase 1	ATP binding site	13/14	14
Tyrosine kinase 2	Activation loop	17/18	18/19

Figure adapted from Hemming ML, Heinrich MC, Bauer S, George S. *Ann Oncol.* 2018;29(10):2037-2045.

Updated results of phase 1 study of ripretinib (DCC-2618), a broad-spectrum KIT and PDGFRA inhibitor, in patients with gastrointestinal stromal tumor (GIST) by line of therapy (NCT02571036)

Ping Chen, Ying Jia, Michael C. Heinrich, Frank Gonsky, Frank Lonetti, Michael Gordon, Robert L. James, Edward Rubin, Jonathan Tebb, Margaret and Melissa M. Kirby, Qing Gu, Douglas Ross, Katherine George

Abstract: 5277

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Thank you

