



# Rare & Specialty Medicines: Approval, Launch & Commercialisation

Turnkey Solutions to  
Streamline Commercialisation

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Barcelona, October 31, 2023



# Evolving Pharmaceutical Landscape

- **R&D pipeline has plateaued, but focus on rare diseases continues to grow**
  - One of the top two focus areas for the next-generation biotherapeutic pipeline
- **Emerging biopharma companies represent two-thirds of the innovation pipeline**
  - Strong R&D infrastructure, but may lack commercial resources
- **Substantial barriers to market access and launch exist**
  - Next generation therapies are high cost, but health systems lack adequate funding and cashflow
  - Long-term safety and efficacy data is limited
  - Complex manufacturing and fragmented supply chain



# Optimal Commercialisation Planning

- **Plan your commercial strategy early**
  - Average time to develop a potential new medicine is 10 years
  - Don't wait until 12 months before the anticipated launch date
  - Begin commercial planning during Phase I clinical trials
- **Risks associated with delayed planning**
  - Lack of relevant clinical data generated
  - Failure to get clinician and payer acceptance
  - Competitors may launch earlier and gain first to market advantage
  - Worst case scenario is that product may not launch at all



# Commercialisation: Resource Requirements

- Compelling value proposition
- Pricing strategy
- Payer relations & negotiations
- Outcomes contracts
- Innovative pricing / financial solutions

- Branded marketing programme

- Innovative Financial services & alternate funding solutions

- Distribution partnerships
- Clinical trial, early access & commercial distribution services



- Dedicated call centre services
- Therapeutic interventions & C&P Programs
- Reimbursement / funding approvals
- Wrap-around clinical programmes

- HCP engagement & education
- Brand & disease awareness
- Market insights

- Real world evidence generation
- Utilisation trends & market insights
- Cost savings analysis

# Commercialisation Resourcing Options

## Build All Resources In-House



Technical and Commercial teams both competing for limited resources

## Outsource Commercial Resources

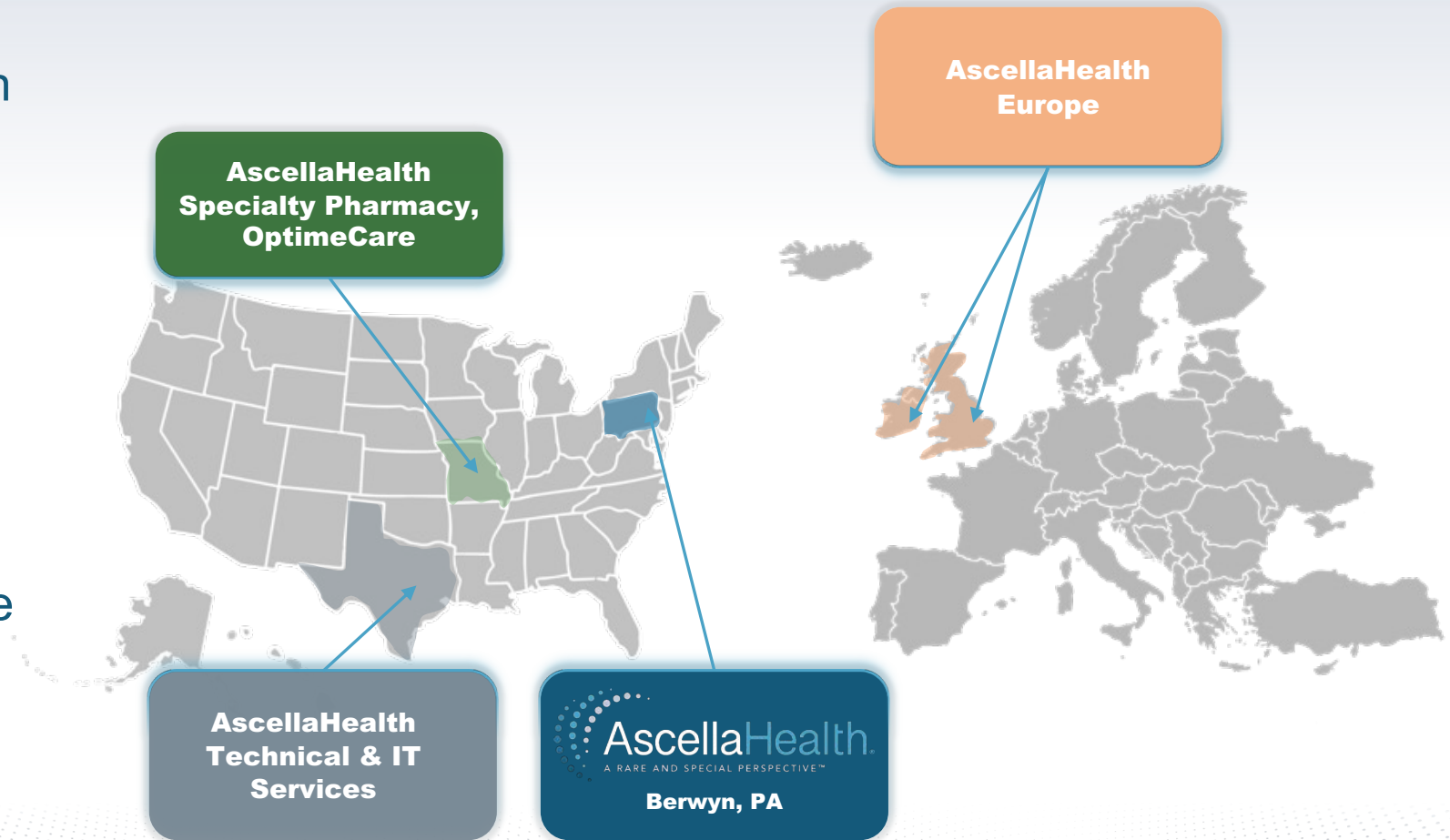


Pre-Commercialisation to Launch and Beyond...

Partner for Success

# About AscellaHealth

- Global Specialty Pharmacy & healthcare solutions organisation
- Serve patients, life sciences manufacturers, payers and healthcare professionals
- Comprehensive portfolio of uniquely tailored, tech-enabled services supporting complex, chronic conditions and rare diseases that require specialty medications and/or cell and gene therapies



# AscellaHealth Tailored Solutions

- Deliver enhanced clinical outcomes and cost savings
- Single-source partner to streamline product commercialisation and enhance the specialty pharmacy value chain
- Over 40 products launched to-date

## What We Do

Customised solutions for branded pharmaceutical programmes include patient care teams with specific disease state expertise, 100% dedicated to your programmes for successful implementation.

## How We Do It

Programmes are powered by proprietary technology and patient engagement tools, delivering actionable data metrics to inform key decisions.

## Solutions Focus

End-to-end, global solutions include outsourced market access, field team training and marketing support for optimal programme pull through.



# Questions

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