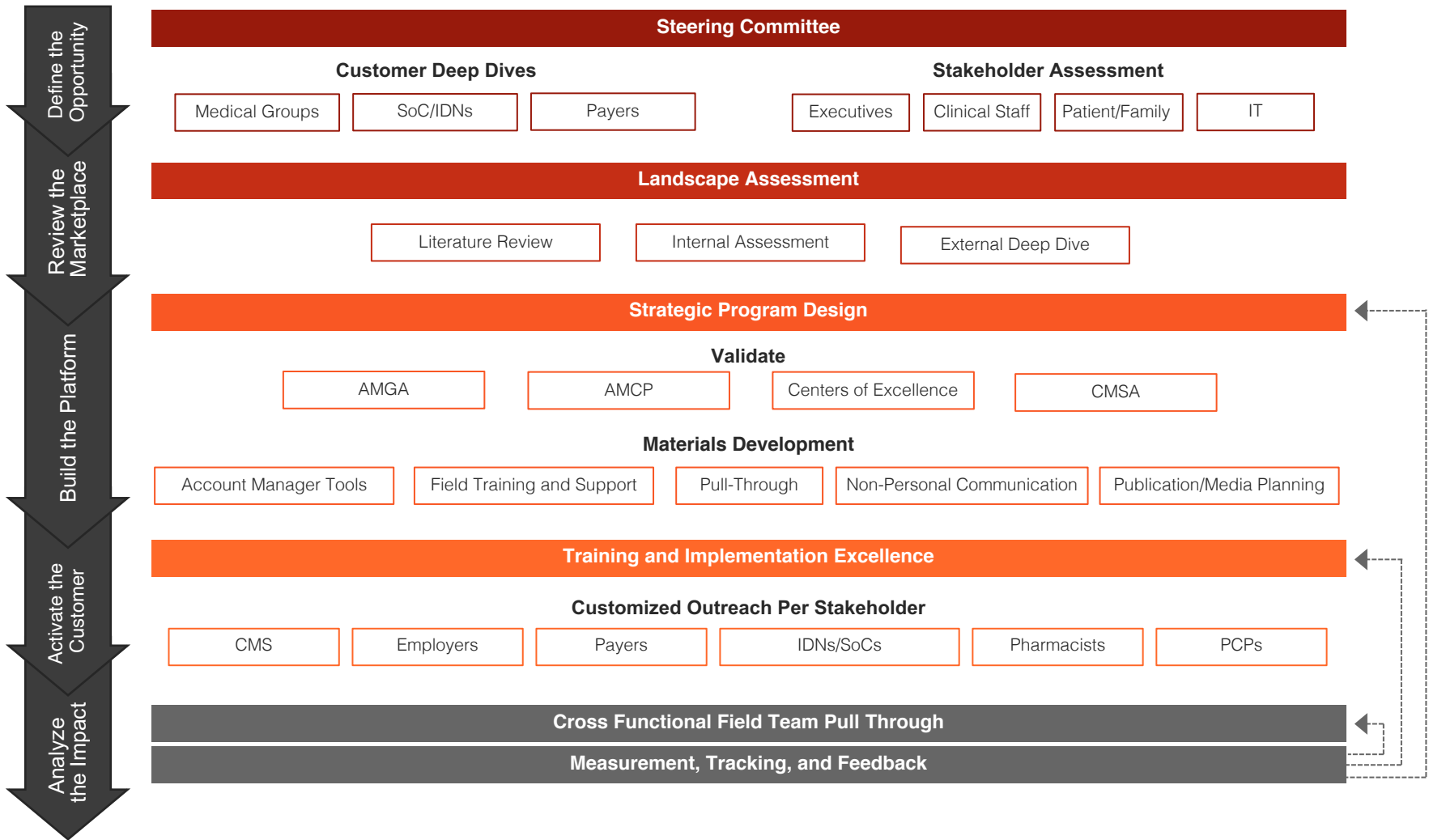
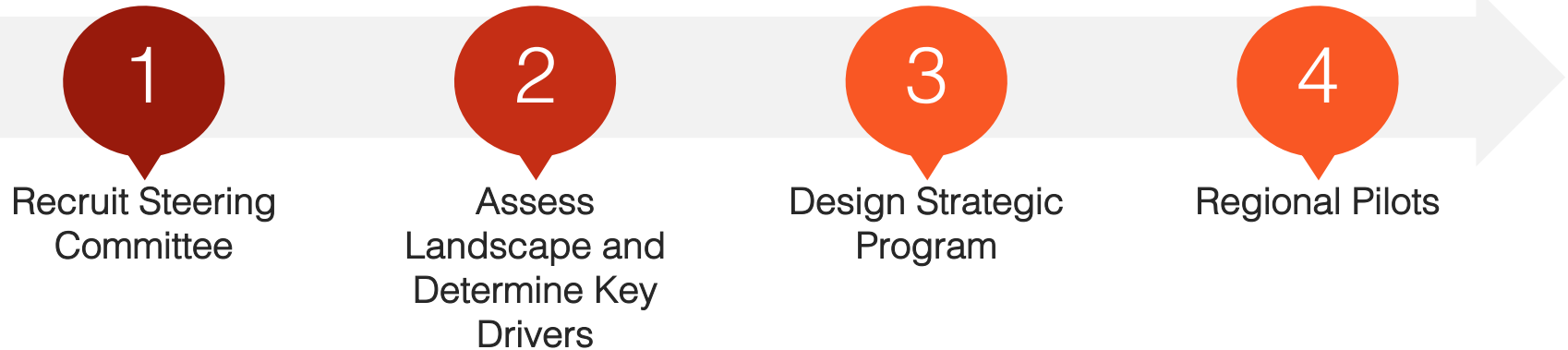


Our Proven Methodology for Commercial Effectiveness



Recommended Commercial Effectiveness Approach for Orbactiv and The Medicines Company





1. Recruit Steering Committee

Provides strategic guidance on overall program design and development

We identify the right people in target geographic regions of interest who have therapeutic knowledge and can impact care delivery

Steering Committee Composition:

Specialists in Therapeutic Area of Interest,

- Centers of Excellence, Clinical Investigators, etc.
- Specialty Care Providers, Emergency Medicine, Infectious Disease, Hospitalists
- Other Care Team Members, Primary Care, NPs, Care Coordinators, etc.

Formulary decision makers from all relevant payer segments

- Pharmacy Directors
- Medical Directors
- Quality Directors
- CMS Committee Members.

Experts will review and provide on-going input on:

- Program structure and components
- Training support
- Implementation guidance
- Customer engagement



2. Assess Landscape and Determine Key Market Drivers

Uncover the Evolving Marketplace

We assess the local market dynamics and consider regional trends that will impact care delivery

Comprehensive Literature Review

- Evolving trends in the broader health care landscape as well as in regional markets
- Therapeutic area of interest
- Emerging care models
- Best practice extrapolation
- Industry-wide gap analysis
- Data collection (CMS, Leavitt Partners, etc)
- Competitive Analysis (ie. landscape and product-focused)
- Clinical effectiveness and challenges

Internal Stakeholder Assessment

- Interdisciplinary stakeholder interviews (ie. market access, HEOR, global marketing, etc.)
- Syndicated or purchased data reports (ie. HIRC, Wolters Kluwer, Payer formulary and/r copay data, IMS, First Data Bank listings, etc.)
- Organization priorities (ie. SWOT) and internal stakeholder alignment
- Existing Medicines Company resources and programs
- Identification of strategic imperatives
- Contracting and pricing considerations

External Stakeholder Assessment

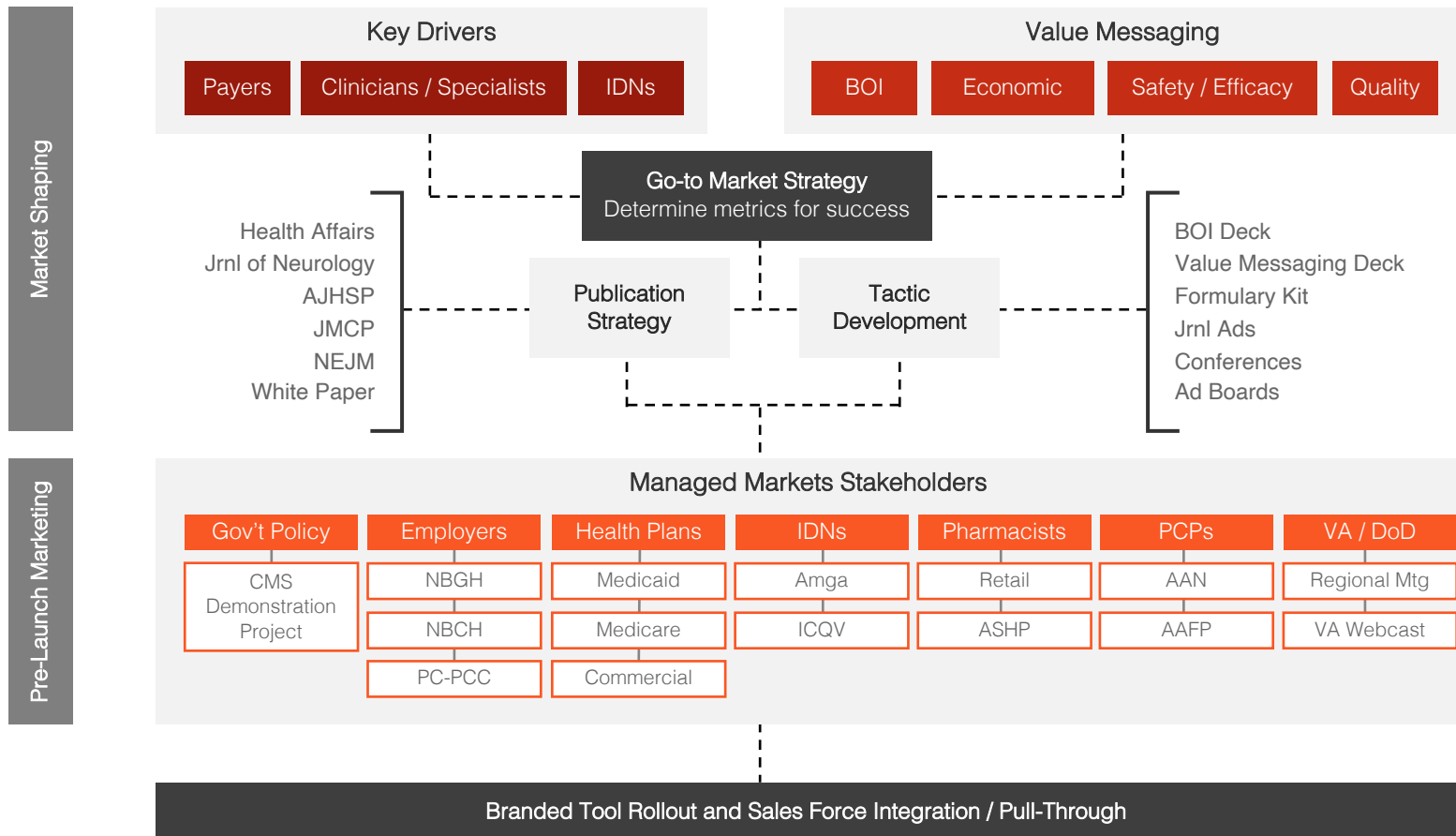
- Recruit C- or D-Suite level executives plus care team providers to participate in peer led, 1:1 interviews
- Targeted regional demographics
- Canvas key customer segments of interest (health system, payer, specialty pharmacy, Centers of Excellence, ACOs)
- Determine drivers and decision making levers
- Identification of The Medicines Company and customer shared priorities

3. Design Strategic Platform



Address Each Element of the Care Delivery Continuum

We highlight the burden and build a best practice model that addresses gaps and resonates with the customer



4. Pilot the Model

Understand Regional Ecosystems to Develop Complete Pull Through Across All Field Teams

