



US Life Science Commercialization Success Factors

Ascelia Capital Markets Day

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CRA Charles River
Associates

Overview

- 15+ years of life science strategy consulting with a strong US focus
- Expertise in market access and pricing for specialty products, hospital products and therapeutics indicated for rare diseases
- Deep understanding of the US healthcare system with extensive relationships across managed care decision makers
- Overseen the development of commercialization strategies in dozens of highly successful brand launches

Education & Qualifications

- MBA, Pharmaceutical Management, Rutgers University
- BS, Engineering, Cornell University

CRA Life Sciences has more than 25 years of experience in developing **Global Life Science Commercial Strategy**



Global reach and local market depth on commercial matters



220+
consultants

A dedicated team of life sciences consultants



25+
years

Decades of hands-on life sciences experience



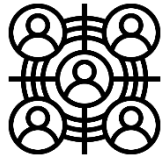
the top
30
pharmaceutical companies

Experience with all of the top 30 global pharmaceutical companies

5 Success Factors for US Life Science Commercialization



Develop the Product



Understand the Customer



Establish a Pricing and Market Access Strategy



Align Account Teams w/ the Sales Force



Monitor progress

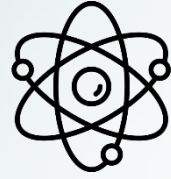
Develop the Product



Key Topics:

Product Positioning

Develop Brand Messages



• Product Positioning

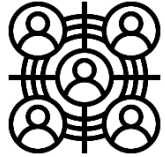
- Who are the competitors?
- What is the product's niche?



• Develop Brand Messaging

- How does the product benefit prescribers?
- What value does the brand bring to access decision makers?

Understand the Customer

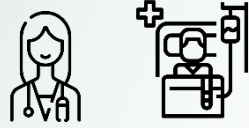


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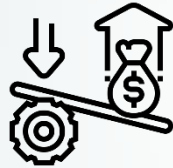
Customers & Decision Makers

Determine Influence

Engagement Strategy



- **Identify key prescribers and access decision makers**



- **Determine how stakeholders can be influenced**



- **Develop an appropriate engagement strategy**

Establish a Pricing and Market Access Strategy



Key Topics:

Financial flows

Value story

Contracting



- **Understand financial flows**



- **Develop a value story that pairs well with your pricing strategy**



- **Develop a contracting strategy that pairs well with economic influence points**

Where should a company be a couple of years prior to launch?

