

## A firm in its infancy of developing its portfolio sought to streamline business intelligence processes

### SITUATIONAL ANALYSIS

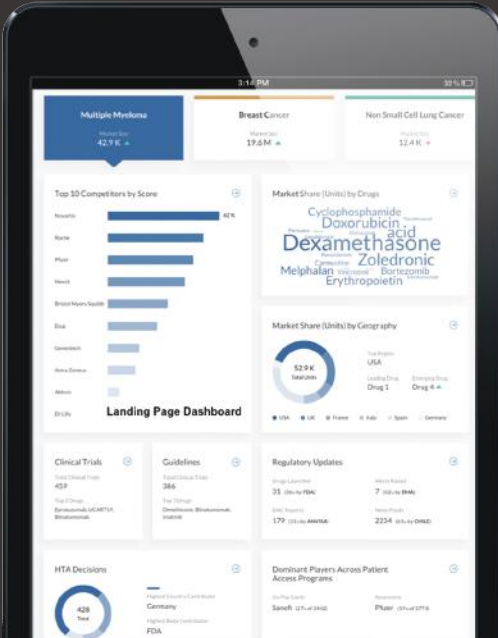
- The client's company had recently entered the oncology therapeutic area, a space with which the firm had no prior experience
- The client sought to have a real-time up-to-date awareness of the oncology landscape as it pertained to their recently acquired oncology drugs

### SOLUTION

- To prioritize the client's development pipeline, we developed a customized dashboard:
- Leveraging Innoplexus's CAAV™ framework, a customized oncology dashboard was developed
- The dashboard was capable of providing clinical, medical, commercial, and regulatory information updated in real-time

## Innoplexus developed a customized landing page for the Oncology Navigator Dashboard to provide high level insights

Landing Page Dashboard



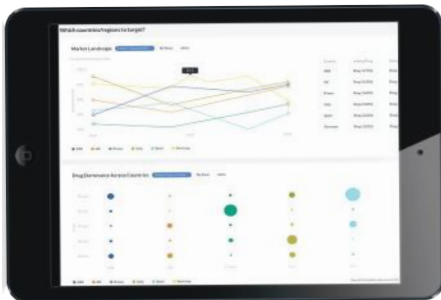
### INNPLEXUS TECH OVERVIEW

- Innoplexus continually crawls the web, identifying and updating dashboard information in real-time, ensuring strategic decisions are based on the latest information
- Data sources for the Oncology Navigator were:
  - Publications
  - Clinical trials
  - Guidelines
  - HTA body
  - Patents
  - Grants
  - Deals
  - News and press releases

### BENEFITS

- Centralizing information into a single dashboard reduced the time spent collating data
- The dashboard continually updates for real-time data analysis
- Each data point was connected to more detailed information that empowered users to perform deep dives

## The commercial landscape page empowered teams to identify markets, regions, and treatment centers to prioritize for commercial success



Market Landscape

Drug Dominance Across Countries

Cluster Analysis

Hospital Prescription Trends

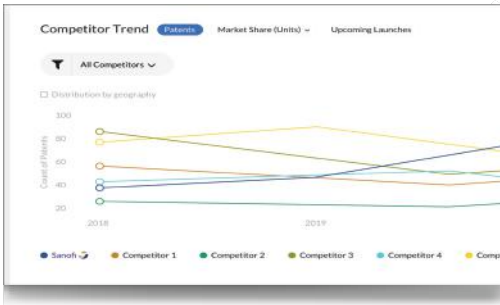


### COMMERCIAL LANDSCAPE DASHBOARD FEATURES

- Compared market shares (and changes in market share) of competitors by indication and market\*
- Segmented physicians/ hospitals based on their prescribing habits (early adopters, fluctuators, trend followers, etc.)\*

\*third-party data may be required

**A competitive intelligence page was developed that provided real-time intelligence on competitors based on public and client data assets**



**Competitive Intelligence Landscape Dashboard**

- ◀ Competitor Trends
- Competitor Indication Analysis
- Potential Drug Targets
- Market Fragmentation
- Market Share
- Competitor Analysis

**CI LANDSCAPE DASHBOARD FEATURES**

- For each therapeutic area, competitors were ranked and scored based on
    - Market share (units & RxS)\*
    - New patent filings
    - Assets in clinical trials by phase
    - Upcoming launches
    - Performance of marketed drugs
- \*third-party data may be required

**The market access page streamlined decision-making by linking pricing to HTA outcomes and collating supporting materials for dossier submissions**

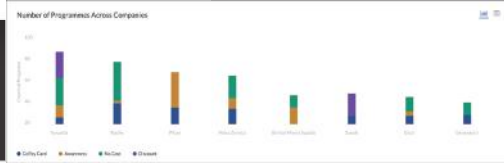


◀ Number of HTA Decisions Across Countries

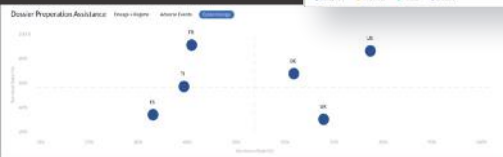
**MARKET ACCESS DASHBOARD FEATURES**

- Overview of HTA decisions across numerous regulatory bodies
- Intelligence on patient assistance programs (PAPs) across the globe and filtering by country, company, drug, PAP type, and eligibility requirements for the PAP
- Identification of necessary support materials for dossier submissions to regulatory agencies. Documents include:
  - Dosage & Regime: across drugs in terms of ROA, Strength, Dosage Frequency
  - Adverse Events: across drugs, further segregated as major-minor & common-rare adverse events
  - Epidemiology: Incidence rate and survival rate across countries and regions

▶ Number of Patient Assistance Programs Across Companies

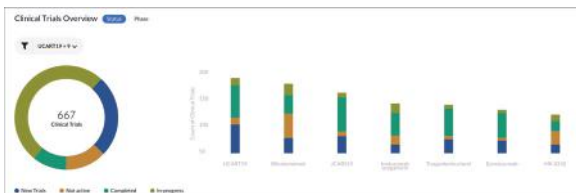


◀ Dossier Preparation Assistance



**The clinical & medical affairs page helped inform clinical trial design, aggregate clinical guidelines, and provide real-time overview of competitors's label changes**

**Clinical Trials Overview**



**CLINICAL & MEDICAL AFFAIRS DASHBOARD FEATURES**

- Facilitate clinical trial design by providing an overview of competitors' trial designs
- Provide real-time notifications of changes in clinical guidelines, as well as accelerate comparisons between guidelines
- Inform teams of label changes across competitors' drugs in real-time

**Regulatory affairs page was developed to help teams stay up-to-date of the latest policies and news from the FDA**

**Latest regulatory updates**



**REGULATORY AFFAIRS DASHBOARD FEATURES**

- Provide teams with real time regulatory insights and FDA public statements
- Alert teams to drug launches with details on launch date, indication, phase, dosage and more
- Inform teams of designations awarded to competitors by regulatory agencies (e.g., FDA: Breakthrough, Accelerated, Pediatric, Priority Review, Orphan Status, On Fast Track)