“Our Strategic Insights Empower Our Clients to Make Actionable Business Decisions to Ensure Company and Product Success in the Rapidly Changing Medical Marketplace”
Our Goals

- Ensure our clients in established and emerging pharmaceutical, biotech, and medical device companies, and biotech investors make informed business decisions.

- Conduct in-depth due diligence facilitated by market research and competitive intelligence, and validate findings with feedback from key stakeholder interviews.

- Navigate health care product journeys by developing clinical trials with appropriate endpoints, facilitating regulatory decision making, and traversing reimbursement and payer barriers.

- Deliver forward looking marketing and medical guidance on emerging and approved therapies for many different diseases, including many types of cancers and orphan diseases.

- Over 30 years of aggregate experience in obtaining, analyzing, and translating clinical information.
Diverse Product Experience

Sample List of Therapies For Which Premier Endpoint Has Provided Strategic Insights and Prelaunch, Launch, and Post-launch Services

- Adoptive cell therapies (hematological malignancies)
- Imlygic (melanoma)
- Xalkori, Alunbrig (lung cancer)
- Sutent/Inlyta (renal cell carcinoma)
- IBRANCE/KISQALI (hormone positive breast cancer)
- XGEVA (skeletal adverse events associated with malignancy)
- Biosimilars pipeline (oncology/rheumatology)
- Prolia (osteoporosis)
- Avonex/Tysabri (multiple sclerosis)
- Sensipar (chronic kidney disease)
- Enbrel (rheumatoid arthritis and psoriasis)
- Topamax (migraine prevention)
- Soliris (paroxysmal nocturnal hemoglobinuria)
- Adempas (pulmonary arterial hypertension)
Premier Endpoint Has Always Been Passionate About Providing Our Clients With Actionable Insights

Our Extensive network of Healthcare Stakeholders

- Global opinion leaders
- US national, regional and local opinion leaders
- Institutional and community physicians
- Nurse practitioners (NPs), physician assistants (PAs)
- Nurses
- Clinical trial design experts and biostatisticians
- Regulatory officials
- Reimbursement expert
- Patients and caregivers
Providing Actionable Insights in Immuno-Oncology

Tactiva Therapeutics
- Developed their strategic focus and promotional messages for their next generation adoptive cell therapy (ACT)

Kite, Juno, and Bluebird Bio
- Conducted extensive CI for investors in the CAR-T space
- Focused on obtaining Key Opinion Leader (KOL) opinions
  - CAR-T trial design/recruitment
  - AE profiles
  - AE management protocols
  - Manufacturing

Amgen, Bristol-Myers Squibb, Merck
- Medical education strategies and tactics (advisory boards, roundtables, manuscripts, and slide decks)
  - Imlygic, an oncolytic virus therapy for melanoma
  - Opdivo and Keytruda for multiple oncology indications
Providing Actionable Insights in Immuno-Oncology: The CAR-T Space

How are clinicians managing or dealing with neurotoxicity in the CAR-T ALL trials?

- “So it’s kind of interesting in both the Novartis and Kite trials that the incidence of more severe cytokine release syndrome has declined.”

- “And when I say the severe, it doesn’t mean that the overall incidence has declined, but the severity has declined because we’re learning how to recognize these signs and symptoms.”

Is clinical experience with KTE-C19 in ALL reflecting the difficulties experienced with JCAR015?

- “No. I mean, there is still a high degree of cytokine release syndrome. There are neurologic toxicities. There has been one death related to cerebral edema.”

- “So, on a relative scale, no. Have similar toxicities been observed? The answer is yes, but it seems to be not to the degree that was observed in the Juno trial and which necessitated it being placed on hold, actually being terminated.”
Case Study

Providing Actionable Reimbursement Advice for Emerging aVEGF-based AMD/DME Therapies

Target Customer Segments

Retina Specialists
Mainly confirm diagnoses of patients referred to them primarily by optometrists and general ophthalmologists, and some PCPs
- Jennifer I. Lim, MD – Vitreoretinal surgeon (hospital-based). University of Illinois, Eye and Ear Infirmary.

Patients
- 80-year-old patient with nAMD
- 85-year-old patient with nAMD
- 52-year-old patient with DME

Billing Manager for Offices of Retina Specialists
- Responsible for purchasing of medication allocation to the offices
- Supervises staff responsible for day-to-day billing
  - Precertification, authorizations, and benefits investigations before or at the time the patient is seen
Insights

Influence of Access and Reimbursement on Choice of Available aVEGF Therapies

- **Medicare** only covers 80% of the drug cost. Many people have a secondary insurance, so they’ll have Medicare as their primary.

- **Copay assistance programs** are very helpful and essential for use of branded drugs (e.g., help cover the 20% Medicare deductible)

- “We’ll put them into the access programs to see how much their insurance covers it. We may use a sample for the first time.”

- **Medicaid** “Medicaid is so bad. They never pay the physicians. So if you use Medicaid, you’re like really risking it, and so, most times, we don’t use the expensive drug because we’re just worried about getting paid for it, and so, we use the cheaper Avastin.”

- **Private insurances** are the hard ones because their rules are always changing

- **Some insurance providers** either tell the ophthalmologist to use Avastin first-line due to similar efficacy/safety and low cost, or make it difficult to use branded first-line options

  - “I’ve never had an insurance company have anything negative to say about using Avastin if it ever comes up.”

  - “The companies do a very good job of providing samples. And so, often if I want to initiate treatment, I’ll initiate treatment with a sample.”
Premier Endpoint: Communication & Marketing Platforms to Gain Share-of-voice in the Branded Product Marketplace

- Engagement of clinician KOLs
  - Mapping, identification, engagement with focus on nurturing “Rising Stars”
- Creation of multidisciplinary steering committees
- Development of Pharma Company “Centers of Excellence” websites
- Online advocacy with global, US national and community KOLs, community physicians, NPs and PAs
- Social listening and creation of share of voice in patient communities
Reasons For Not Investing in a Health Care Product May be Due to One Major Issue or Result From Accumulated Small Issues Affecting Probability of Success
Premier Endpoint Conducts Strategic and Data-Driven Due Diligence

Strategic Competitive Intelligence and Market Research

Data Collection and Analyses/Interpretation

- Define objectives
- Target relevant sources
- Ask the right questions
- Analyze Results
- Provide insights that resonate with clients
- Develop analyst reports

Results used to identify challenges and opportunities

Target Product Profile (where do I want to be)
- Is the TTP robust and well considered?
- Understanding of therapeutic area
- Geographical ambitions

Detailed Development Plan (how do I get there)
- Are timelines realistic?
- Are costs realistic?
- Are stage gated investment decisions included?
- Where do the key risks sit?
- How have key risks been mitigated?
- Will the strategy deliver the TTP/desired label?
KOL Engagement

Premier Endpoint Establishes Relationships with Key Opinion Leaders to Obtain Strategic Actionable Solutions

- **Roundtable Discussions**
  - A Premier Endpoint Key Opinion Leader:
    - Provides basic science and clinical practice knowledge
    - Translates basic science and finds clinical practice meaning
    - Provides advice on clinical trial endpoints
    - Identifies market growth opportunities

- **One-on-one Interviews**

- **Advisory Board Meetings**

- **Online Needs Assessment Surveys**
One-on-One Interview

Asking the Right Questions

Question for Dr. Robert Ferris

Clinical trial investigator for the CheckMate 141 nivolumab (BMS) trial of patients with SCCHN who had progressed on or within 6 months of receiving platinum-based therapy

Do you believe that the label for nivolumab in this patient population will allow for use in patients that progress on platinum after 6 months?

- “It wouldn’t surprise me if [the FDA] gave the label just the generic “after platinum-based therapy”. I mean, that number [6 months] is quite arbitrary.”
- “I don’t think we should really be distinguishing in that timeframe, but the point is that this is the most aggressive progressing group of patients that we have in head and neck cancer. So I would think we’d want to make it available and I’m sure BMS has tried to obtain a broader label.”
Moderated Exchange Among Decision Makers and Influencers: Dyad, Triad, Focus Groups

Value:
- Consensus feedback
- Concept testing
- Group dynamics
- Compare market segments

Process:
- Objectives
- Recruitment with screener
- Moderation guide
- Materials, Tools, Manipulatives
- Summary of key points

Typical Agenda:
- Ground Rules & Introductions
- Current Knowledge, Attitudes, and Practice (KAP)
- Exploratory Evaluation
- Rating/Scoring/Ranking
- Solicit Consensus, Highlight Distinctions, or Describe a Creation/Solution
- Summarize
- Closing
Goal of Maximizing KOL Engagement to Increase Probability for a Successful Business Strategy

Your Needs
- Efficient use of time
- Uncover all potential futures/ideas, unmet needs, &/or desired outcomes
- Identify all important influences/influencers
- Everyone contributes Actions and/or decisions
- Develop relationships

Participant Needs
- Efficient use of time
- Influence development of helpful solutions
- Learn something
- Be heard
- Develop new relationships
- Sense of accomplishment
- Have fun
Premier Endpoint Analyses: Qualitative and Quantitative Research Technique

INSIGHTS GAINED THROUGH QUALITATIVE RESEARCH
- Understand
- Explore

INSIGHTS GAINED THROUGH QUANTITATIVE RESEARCH
- Rank
- Measure

ORID Facilitated Discussion

O / Objective questions
- The O questions identify objective facts relevant to the topic. The key question is: What do we know about this?

R / Reflective questions
- The R questions are about how people feel about the topic. They are about subjective perceptions. The key question is: How do we feel about this?

I / Interpretive questions
- These questions have to do with meaning. The key question of the interpretive stage is this: What does it mean for me/you/the patient, etc?

D / Decisional questions
- Based on information coming from the three previous stages of questioning, this is the stage at which a decision is produced. The key question at the decisional stage is: What are we/you going to do?

10 oncologists treating ≤15 patients with metastatic renal cell carcinoma (mRCC) per year were asked to review and rank the educational content of an online mRCC Center of Excellence (COE).

Question: The educational content of the online mRCC COE is pertinent to my professional needs

![Bar chart showing baseline assessment and 4-month follow-up responses.]

Premier Endpoint Example
Clinical Trial Services

Once the clinical trials are running, the writing activities are far from over. Several documents need updating or writing throughout the course of a clinical programme, and many of these are written during the conduct of clinical trials.
PÁL CZOBOR, PhD: Premier Endpoint Consultant
World Class Expert in Clinical Trial Methodology, Clinical Trial Design, Biostatistics, and Analyses

*Chief Scientific Advisor and Associate Professor,
Semmelweis Medical University, Department of Psychiatry (Budapest)*

- Major professional and research interests include
  - Psychopharmacology, developing new pharmacotherapies for psychiatric disorders
  - Clinical trial methodology, clinical trial design, and analysis
- Extensive publication history: 176 publications in prestigious CNS journals such as *American Journal of Psychiatry, Schizophrenia Research*, and *Bipolar Disorders*
- Grant reviewer for the National Institutes of Mental Health
- Reviewer for numerous professional journals including:
- Member of the Editorial Board of *Psychiatria Hungarica*
Premier Endpoint Can Provide a Complete Set of Statistical Services For Clinical Trials

- Statistical consulting and representation to regulatory authorities
- Statistical input to protocols
- Development and implementation of statistical analysis plans (SAPs)
- Sample size calculation and randomization
- Meta-analysis/meta-regression including mixed treatment comparisons (MTC)
- Outcomes research such as analyses of quality-of-life data and health care resource utilization

- Analysis of data from:
  - Clinical trials (protocol-specified or post hoc)
  - Observational studies
  - Patient registries and medical records
  - Physician and patient surveys
- Statistical programming/validation/documentation
- Report writing and publication support
Premier Endpoint: Demonstrate the Positive impact of your Product with Patient-reported Outcome Data

- Conduct focus groups and in-depth interviews to identify constructs and value messages important to specific patient populations
- Provide strategic study design details and develop data collection forms for measurement of PROs in clinical trials and observational studies
- Identify existing and develop new PRO measures to support product approval, label claims, reimbursement decisions, and publication strategies

- Treatment
  - Patient Satisfaction
  - Medication Adherence
  - Health-Related Quality of Life
  - Functional Status
  - Work Productivity
Regulatory Services Provided by Premier Endpoint

- Due diligence audits and assistance in addressing regulatory affairs requirements, from strategic advice on regulatory filings to evaluation and resolution of complex scientific and regulatory issues.

- Clinical development planning including related meeting requests to FDA (types A, B, and C), preparation of FDA meeting presentation materials, meeting minutes, and briefing packages.

- Product developing planning, clinical trial submissions, communication with regulatory agencies, FDA liaison for international and domestic clients, preparing BLAs, NDAs, DMFs, and other regulatory applications.
## Understanding Your Product’s Value Story and Answering Key Questions

<table>
<thead>
<tr>
<th>KEY FACTORS</th>
<th>KEY QUESTIONS ABOUT YOUR PRODUCT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patient Perspective</td>
<td>Can I afford it? Is it easy for me to adopt it?</td>
</tr>
<tr>
<td>Payer Perspective</td>
<td>What outcomes matter and differentiate it? Can the system afford it?</td>
</tr>
<tr>
<td>Provider Perspective</td>
<td>What is the best possible treatment?</td>
</tr>
<tr>
<td>Clinical Trial Results</td>
<td>How will the product influence the clinical pathway? Are there data that can be leveraged at launch to influence reimbursement and market access?</td>
</tr>
<tr>
<td>Economics</td>
<td>What are the implications versus the standard of care? How do outcomes and costs impact pricing potential? How can affirmative data (e.g., FDAMA Section 114) be generated?</td>
</tr>
<tr>
<td>Pricing &amp; Reimbursement Landscape</td>
<td>How rigorously do payers manage the disease? How have payers handled reimbursement of alternative treatments?</td>
</tr>
<tr>
<td>HEOR Strategy</td>
<td>What additional studies will be needed to improve coverage and pricing potential?</td>
</tr>
<tr>
<td>Literature Review</td>
<td>What lessons from existing studies can be applied to support its value proposition?</td>
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Global Value Dossiers (GVDs)
Help establish the value proposition and foster consistent messaging for your products
- Present key information in an insightful, logical, and attractive way so that all users are able to access the sections they need, and affiliates can apply the value story to their local markets

Key sections in a GVD include:
- Value story
- Disease burden
- Unmet needs
- Value of the product (clinical, humanistic, economic)
- Market access strategy
- Objection handling

An Effective Approach to GVDs
- Assess client needs, including global and local affiliates
- Conduct structured literature reviews
- Research burden of disease data
- Develop value proposition and evidence-based value messages
- Conduct rigorous quality-control process
- Deliver high-quality Global Value Dossiers
Manufacturers who discuss reimbursement with payers before approval may improve their product access by allowing payers to plan and budget for products in development.

Sharing pre-approval/clearance information with payers is especially important for manufacturers developing what are expected to be high-cost treatment options in the future (e.g., cell and gene therapies).
Premier Endpoint Manages Pre-Approval Submissions and the Continuous Process of Dossier Development

Premier Endpoint Services Help Facilitate the Journey Toward Successful Healthcare Product Launches
Summary of Services

**Market Research and Competitive Intelligence**
- Risk-benefit analyses
- Medical Congress
- KOL interviews
- Pitch preparation

**Media and Corporate Visibility**
- Media targeting (PR)
- Story development
- Relationship building

**Patients and Caregivers**
- Patient advocacy
- Awareness building
- Social engagement

**Marketing and Digital Communications**
- Promotional slide decks and supplements
- Advertorials, brochures
- Website development
- Social media

**Biotech Companies and Investors**
- Due diligence
- Marketing and medical launch readiness strategies
- IR strategies

**Payers**
- Engagement programs to identify and overcome reimbursement issues

**Regulatory Oversight/ Clinical Trial Design**
- Assessment of FDA approval pathways
- Clinical trial and regulatory pathway design and determination

**Healthcare Stakeholders including Physicians, NPs, PAs, Nurses, patients**
- One-on-one, dyad, triad, and focus group interviews
- Advisory Board Meetings
- Roundtables
- Surveys

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Klara Czobor Partner

Over 15 years of medical research experience
As a senior Pharmaceutical Analyst/Reporter, Financial Times Group, NYC
Provided real-time, comprehensive information/CI to pharmaceutical and investment community on agents for the treatment of malignancies such as prostate, colon, and breast cancer and respiratory conditions such as PAH and IPF
Conducted interviews with KOLs, regulatory officials, and executives

Stephen Strudwick, PhD Partner

Over 18 years of medical research experience
Comprehensive knowledge of the clinical profiles and marketing strategies that support products with diverse indications
As a Director of Medical/Scientific Research at QD Healthcare Group in Stamford, Connecticut:
Provided strategic medical, scientific, and marketing guidance to clients and staff
Conducted research/CI for core commercial and medical accounts for therapeutic agents in diverse fields such as oncology and nephrology
Premier Endpoint Works With Best-in-class Affiliates to Provide Customized Solutions For Our Clients

Laura Kiernan, IRC, CPA
Has more than two decades of experience as a Finance and Investor Relations expert. She was named #2 Best Overall IRO for Mid-Cap Technology Media & Telecom (TMT) All American Management Team 2019 by Institutional Investor.

Richard Prince, PhD

Patsy Reynolds, Account Executive
5+ years of front and back end website coding, fluent in JavaScript, PHP, CSS, HTML, Python, and C++. Expertise in ECM/IIM.