

Virtual Product Launch Excellence



SITUATION

- ❖ Top-five global pharmaceutical company with an Oncology/Rare Disease product, and lack of experience in this area
- ❖ Launching a first ever approved therapy for a pediatric oncologic rare disease
- ❖ Needed an experienced team hired and trained within a 60-day period to assure the team is ready to launch should early FDA approval occur
- ❖ COVID-19 resulted in this team needing to be trained and prepared to conduct the first ever virtual product launch in this space.



STRATEGY

- ❖ Amplity was selected as a strategic partner because of their significant Rare Disease experience to launch the company's first rare disease product
- ❖ Due to COVID-19, an extensive training program was built on Virtual Selling (Veeva Engage) to prepare for the virtual launch
- ❖ Amplity team focused on Centers of Excellence (COE) with NF-1 Treatment Centers to educate and pull through prescriptions
- ❖ Primary customer specialty targets included Pediatric Hematology Oncologists, Neurologists, and Geneticists



RESULTS

- ❖ Amplity recruited, hired, trained, and deployed a Rare Disease Sales team within 30-days to start profiling key COE prior to FDA approval
- ❖ Pre-COVID: This team completed the profiling of 180+ accounts in record time, resulting in highly accurate targeting data. This led to reclassifying the tiering of accounts as well as territory realignment for more efficient coverage in each territory.
- ❖ Product received FDA approval during COVID-19. The Amplity sales team achieved the following results in the first quarter of launch:
 - 350+ Patients on therapy -- \$7M in revenue
 - Exceeding all performance metrics and recognized by the company as the top-performing team in the business unit

