

Diagnostic Kit Acceleration

SITUATION

- ◆ First and only gene therapy in the world
- ◆ 8 Field genetic diagnostic liaisons(GDL) and 1 inside sales rep(ISR)
- ◆ Increase reach and frequency of genetic kit utilization to the optical community
- ◆ Built team of 8 GDL's/1 ISR in the ultra-rare disease space in less than 60 days

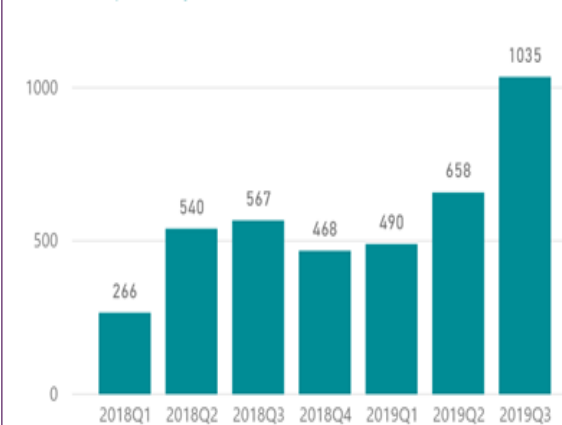
STRATEGY

- ◆ Accelerate testing kit return
- ◆ Built a solution consisting of # resources, types of resources, etc. (8 GDL's Reps, 1 ISR, 1 National~ Adding GDL's/ISR in 2020)
- ◆ Operationalize the use of testing with key customers and systems
- ◆ Targeted Optical community/ Low Vision Centers (Expanded reach and frequency of genetic testing to over 24K optical community)

RESULTS

- ◆ Combined company efforts for 6 months resulted in a 53% increase in Tests Completed and a 43% increase in Unique Testing HCP's.

Test's Completed by Quarter



Testing HCP's by Quarter

