

CASE STUDY SPOTLIGHT

AMBIT'S TAILORED
APPROACHES TO
RARE ONCOLOGY
CHALLENGES:
A RARE BENIGN
TUMOR



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Ambit's tailored approaches to rare oncology challenges

THE CASE

Rare benign tumor

THE FACTS

- Our client had a P2 program in a **rare benign tumor** that was commonly treated through resection, despite **recurrence risk**
- Orthopedic surgeons were **hesitant to refer patients** to medical oncologists for pharmacological treatment, which **hindered uptake**
- The association of marketed products with liver toxicity **demotivated patients** to pursue treatment; however, the client's product had potential for an improved safety profile

THE OBJECTIVE

To understand the competitive landscape for the creation of strategic positioning and activation strategies for patients and providers.

THE METHODOLOGY

PRIME

PLAY

PROPEL

1

2

3

Conducted **situational analysis** to align on issues and themes for discussion during workshop

Created a **briefing book** to analyze and assess current competitive landscape and implications of emerging competitors, including **secondary research**

Performed **3 one-hour working sessions** to discuss briefing and complete pre-work

Facilitated a workshop to establish shared understanding of **competitor dynamics**, positioning, and likely outcomes and implications for client's product

Created a **topline report** of key takeaways, competitive scenarios, and strategic plans

Synthesized strategic implications of the simulation into a competitive readiness plan

THE AMBIT APPROACH

Key differentiating factors



DEEP THOUGHT PARTNERSHIP

Understand the complexities of the disease space and perform realistic, tailored scenario-planning



CONSISTENT ENGAGEMENT

Daily engagement to ensure client questions and concerns are readily addressed throughout the progress of the project



ACTIONABLE ACTIVATION STRATEGIES

Creation of direct, actionable strategies for execution internally or with the help of Ambit's Patient Finding team

THE OUTCOMES AND NEXT STEPS

Strategy to drive product uptake

OUTCOMES

1
Developed early positioning grounded in a deep understanding of the competitor landscape and key differentiators

2
Created a strategy to drive engagement of physicians and patients rooted in newfound positioning ahead of marketed products

NEXT STEPS

1
Leverage positioning through brand planning to define strategic imperatives and associated key tactics for the year

2A
Utilize Ambit's patient ID platform to drive engagement of patients who may be "stuck" with orthopedists and unaware of treatment options

2B
Incorporate approaches to identify treating HCPs and drive awareness

1: BRAND PLANNING NEXT STEPS

Ambit can leverage the positioning through **brand planning** to define and outline strategic imperatives and key tactics.

SITUATIONAL ANALYSIS



Evaluate the brand's current performance in the market

STRATEGIC IMPERATIVE DEVELOPMENT



Draft strategic imperatives, critical success factors, and drivers/barriers for the product's overall success

TACTICAL PLANNING



Outline crucial tactics and develop a budget

OUTCOME



Align on areas of key investment for the upcoming year to drive success

2A: PATIENT IDENTIFICATION NEXT STEPS

Ambit utilizes **promotional activities** to drive patients to a landing page and connect patients who qualify with next steps, including those who may be disconnected from prescribing physicians.

AMBIT-BRANDED LANDING PAGE



Our branded landing pages offer helpful insight on patients who may qualify for treatment, including those who are otherwise being treated by orthopedists.

TAILORED QUALIFICATION FORM



We collect relevant data to determine treatment eligibility while minimizing patient drop-out rates.

HAND-OFF



The patients who qualify for treatment are seamlessly handed off to Business Intelligence patient services.

2B: HCP IDENTIFICATION NEXT STEPS

Ambit leverages a variety of **data sources** to find physicians that can be connected with biopharma.

CHARACTERIZE KNOWN PATIENTS



Assess clinical trial patients' complete claims data by using tokenization



Conduct chart audits and market research to guide continuous claims analysis



Partner with labs to tokenize biomarker/histology positive subgroups for claims analysis

IMPLEMENT PATIENT FINDING



Utilize machine learning to identify "likely" patients in claims data (or other data) leveraging tokenization



Create rules-based triggers to identify new "likely" patients



ENGAGE PHYSICIANS

KEY TAKEAWAYS



Ambit goes above and beyond to gain an understanding of each client and their needs, developing an in-depth project plan that's set up to deliver success – from start to finish



Ambit has the expertise and resources needed to develop a path forward to best complement the specific goals and objectives of each client

**Learn how our commercial and medical
strategy solutions can lead you to success.**

**Scan the QR code
to contact us today.**



THE
SOLUTION
IS HERE



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