

A PRECISION ADVANCE CASE STUDY

## Navigating the CAR T-cell Therapy Landscape to Develop Market Access and Distribution Strategies

### Situation:

Client was preparing for the US launch of a CAR T-cell therapy into a new, rapidly evolving, and highly competitive market, with the following project objectives:

- Understand the market access and reimbursement landscape across provider customers and payers
- Develop a launch distribution strategy that supports favorable market access and mitigates reimbursement hurdles where possible

### Task:

Assess the current landscape and gather relevant inputs needed for access and distribution strategy development

- Landscape dynamics were changing in real time, with competitors and customers exploring innovative models not yet seen for prior therapies
- Involved cross-functional collaboration across a range of internal client stakeholders including marketing, finance, operations, and data/analytics; project oversight by chief commercial officer
- Varied customer sophistication highlighted different access challenges and required different types of manufacturer engagement and support
- New roles were emerging for intermediaries that required novel distribution strategy considerations

### Actions:

Understanding of market and customer dynamics informed strategic approaches

- Precision conducted 25 interviews with target customers across a range of relevant CAR T functions: access decision makers, pharmacy directors, provider KOLs, cell therapy lab administrators, and finance/operations stakeholders
- Precision developed the product journey and assessed provider pain points across logistics, access, and reimbursement considerations
- To mitigate access hurdles, Precision evaluated innovative procurement and contracting opportunities (eg, value-based contracts)
- Precision developed distribution strategy options, including a thorough evaluation of a novel role for specialty pharmacies

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Precision identified access opportunities and hurdles as well as developed distribution options that could be adjusted as the market evolved.

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## Results:

### Framework for guiding decisions now and in future

The engagement formed the foundation of the client's launch market access and distribution strategies, including delivery of:

- Strategic framework to organize access and reimbursement considerations and highlight opportunities and hurdles
- Recommendations to optimize customer access and reimbursement
- Recommended distribution strategy with guidance on how to evolve the strategy over time



PRECISION ADVANCE, a collection of interconnected services and complementary teams, uniquely focuses on the complexities of clinical, regulatory, manufacturing, and commercial needs to successfully bring a cell or gene therapies to market.

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To learn more about Precision ADVANCE, visit [www.precisionmedicinegrp.com/advance](http://www.precisionmedicinegrp.com/advance).