

Laboratory Science Liaisons Support Novel Biomarker Testing for New Companion Diagnostic

THERAPEUTIC AREA: Oncology

PRODUCT: NSCLC CDx

LIFECYCLE: Pre-Launch



SITUATION

- Global pharma company with minimal Companion Diagnostic (CDx) experience
- 6-12 months out from the launch of their first CDx where they'll be first to market with a test for this novel genetic insertion
- In preparation for launch, there is an immediate need to educate pathologists on the nuances of their biomarker
- Pathologists must understand why NGS testing is required (as opposed to PCR) to yield accurate results
- Client lacks existing relationships with and an understanding of the diagnostic business needed to communicate with pathology offices and reference labs



STRATEGY

- Amplify to build a pre-launch team made up of Laboratory Science Liaisons (LSLs) trained to educate on the science of testing in a pathology setting
- Team is made up of individuals with existing reference lab relationships and can expedite conversations on the science of the biomarker
- Targets institutions representing top 30% NSCLC diagnosis
- Top targets include NCCN centers, hospitals, national reference laboratories, and community pathology offices
- Team is trained to operationalize CDx testing in key accounts
- Internally, LSLs will collaborate with client's MSL team to educate and upskill client capabilities



ANTICIPATED RESULTS

- Deploy a team of Laboratory Science Liaisons (LSLs) into the field to build ~30 client account relationships in pathology
- Educate pathologists on importance of NGS testing (vs PCR) to ensure no patients are missed by using the most sensitive methodology
- LSLs will host compliant KOL discussions on published research and client's pipeline resulting in valuable insights that'll inform client's evolving commercialization strategy
- Act as biomarker experts while attending industry-leading conferences like ASCO
- Interactions ramp through pre-launch to create high awareness for CDx at approval
- At launch, will continue to gather insights and act as a resource to discuss the science of testing with pathologists and oncologists
- Combine insights from current MSLs to further define account needs, educate on testing
- Empower pathologists to become advocates for the client's therapy establishing the client brand as a leader in precision medicine