

Stand-Alone Sales Organization (eg: Service)

SITUATION

- ◆ Top five global healthcare company launching therapeutic with companion diagnostic
- ◆ Initial client launch was hindered by lack of CDx uptake
- ◆ Client understood CDx launch in parallel with therapeutic required specialized team of diagnostic expertise unavailable in-house

STRATEGY

- ◆ Operationalize CDx testing in key accounts
- ◆ Targeted top 250 hospital and national laboratories
- ◆ *Capitalize on established pathology relationships to advocate for testing requests by oncologists*
- ◆ *Accelerate testing adoption*
- ◆ *Operationalize the use of testing with key customers and systems*
- ◆ *Support testing for future brand indications*

RESULTS

- ◆ Diagnostic team executed strategy and drove testing rates month over month
- ◆ Within 2 years testing rates reached peak levels
- ◆ Contract extended to manage additional indications with multiple CDx

