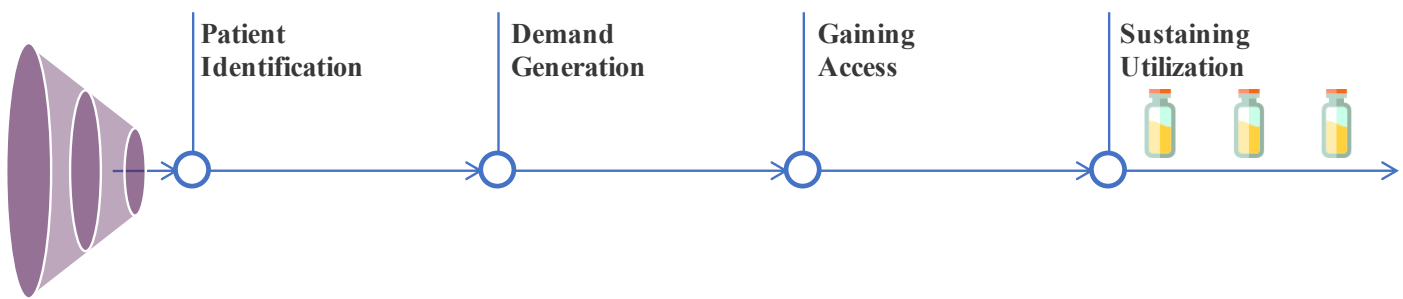


Ultra-Orphan IC Design: Motivating Reps across the Patient Journey

Circa 2016, ultra-orphan therapeutics come with a commercial model that is bespoke – i.e., custom designed according to how patients in each market pass through the following major milestones

Accordingly, IC Designers must work to motivate reps throughout these milestones, often using commission plans while trying to balance earnings opportunity/fairness and still pay significant amounts to the strongest performers

The ultra-orphan patient journey



Patient Identification

One of the most difficult problems for marketing & the field force

Difficult to incent performance on Patient Identification. Sometimes unavoidable, leaves IC plans reading like your iPhone's 55-page "terms and conditions"

Therapy Selection & Gaining Access

When to recognize, and how to credit, a new patient start is not always so obvious

A constant struggle, requiring on-going management intervention. Course of business changes like: patient movement from community to academic center or territory boundary changes will happen

Sustaining Utilization

Immensely valuable - but where do you want the commercial field force to focus?

Has the commercial sales representative taken the time to properly on-board and support the patient, caretakers, and the network of specialists caring for the patient?

Globalizing the IC plan. Global leadership should align on the guiding principles (conceptual and specific components). IC plan administrators then work with the local markets to adapt local weightings. The end result is a manageable global IC plan, that enables market leaders to tweak and motivate their teams



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