How Is COVID-19 Affecting Drug Launches?

Introduction
Cytokinetics is looking to launch their first drug to market with Phase III data expected Q4 2020. As COVID-19 disrupts much of our normalcy, it is important to analyze its potential effect on the launch of Omecamtiv Mecarbil.

Cytokinetics
Cytokinetics is a late stage biopharmaceutical company discovering, developing, and commercializing muscle activators and inhibitors.

Omecamtiv Mecarbil (OM)
OM is a cardiac myosin activator for the potential treatment of Heart Failure with Reduced Ejection Fraction. OM is being developed under the collaboration of Amgen and Cytokinetics.

Methodology
Primary Research
- Interview CK employees and KGI professors to understand how COVID-19 is impacting their specialty
Secondary Research
- Weekly consulting reports to assess how COVID is impacting pharma industry
- Research recent commercial launches

Two Additional Projects
1. Organize Key Opinion Leaders (KOLs) and Centers of Excellence (COEs) in a centralized database
2. Research and prepare presentation on ALS advocacy centers to identify patients / customers and potential partners

Acknowledgments
I would like to thank Cytokinetics and the Commercial team for their continuous support and an amazing learning experience this summer.

<table>
<thead>
<tr>
<th>Name</th>
<th>Product Launch Date</th>
<th>Therapeutic Indication</th>
<th>Result</th>
<th>Impact</th>
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</thead>
<tbody>
<tr>
<td>Zeposia (BMS)</td>
<td>March 26th 2020</td>
<td>MS</td>
<td>Soft Launch</td>
<td>Virtual initial consults, screening via in-home visits for commercially insured, direct shipment of 1st month dosage (no cost to patient)</td>
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<td>Ogentys (Neurocrine)</td>
<td>April 27th 2020</td>
<td>Parkinson’s</td>
<td>Delayed</td>
<td>Official launch a year later</td>
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<td>Ubrelvy (Allergan) &amp; Nurtec (Biohaven)</td>
<td>December 23rd 2020</td>
<td>Migraine</td>
<td>Advertisement changes</td>
<td>Competitive migraine medications launch DTC and Telemedicine adds early (3 months in vs. same month)</td>
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<td>Trodelvy (Immunomedics)</td>
<td>April 29th 2020</td>
<td>Metastatic Breast Cancer</td>
<td>Digital presence</td>
<td>Website, virtual speaker training, patient hub, HCP campaign, patient education campaign</td>
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<tr>
<td>Rubraca (Clovis)</td>
<td>Supplemental NDA – May 15th 2020</td>
<td>BRCA Ovarian Cancer</td>
<td>Virtual sales force</td>
<td>Launch resource collateral, Zoom tech training, HCP streaming, from print to digital media</td>
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<tr>
<td>Skyrizi &amp; Rinvoq (AbbVie)</td>
<td>April 23rd 2019 &amp; August 2019</td>
<td>Rheumatoid arthritis</td>
<td>Market Access</td>
<td>Prompts whether customers have experienced hardships due to COVID</td>
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How COVID-19 is Affecting Pharmaceutical Industry?
- Decreased In-Person Sales Representatives
- Increased Telemedicine
- Stockpiling Effect
- Decreased Elective Procedures
- Decreased Patient Visits

Recommendations
- Hiring: Adaptable, tech savvy, prior online sales experience
- Training: Research what online platforms physicians / contract sales organizations are using to train reps in and ways to customize it
- Telemedicine: Use virtual health tools to enable broader range of engagement between sales force and patient / physician relationship