

# Preliminary Launch Strategic Imperatives

## Launch -12 Months to Launch

Imperative	Activate and Empower the PBH Community <i>through education, awareness and advocacy</i>	Challenge the Slow-Adoption Mindset in Endo <i>with deep urgency and strong evidence</i>	Accelerate Patient Journey toward Endo and COE <i>in order to effectively connect PLwPBH to avexitide treatment</i>	Enable Broad Access & Utilization <i>with buy-in from payers and high-value services offerings</i>
Strategy	Connect with the community's strong desire to control their PBH by empowering PLwPBH to engage with their care team about avexitide as a potential treatment option and land with the right prescriber	Leverage avexitide's "first and only" status to generate quick wins with early-adopter segments, while laying a foundation for long-term success in lagging segments	Navigate a diffuse market by applying innovative data and technology solutions to identify key opportunities and maximize engagement within personal and non-personal channels	Make access to avexitide possible by securing broad coverage based on its unique value proposition and by supporting PLwPBH with services that maximize access and adherence
Objectives	<ol style="list-style-type: none"><li>1. Enhance awareness of PBH and treatment options</li><li>2. Empower PLwPBH to advocate for diagnosis and their own care</li><li>3. Build a community of PBH advocates and champions</li></ol>	<ol style="list-style-type: none"><li>1. Demonstrate clinical differentiation and the value of avexitide for PBH</li><li>2. Win consensus about avexitide's role in the treatment paradigm</li><li>3. Leverage KOL advocacy and positive word-of-mouth to influence avexitide trial and utilization</li></ol>	<ol style="list-style-type: none"><li>1. Use AI and machine learning to identify PLwPBH and their treaters</li><li>2. Implement an effective multi-channel approach; focus on digital excellence</li><li>3. Pilot innovative, scalable ideas to secure key segments and create long-term opportunity</li></ol>	<ol style="list-style-type: none"><li>1. Drive understanding of value proposition with payers</li><li>2. Help patients and HCPs overcome access barriers through financial support options and other patient services offerings</li></ol>