

Critical Success Factors for U.S. PBH Market Development



Our aspiration is that avexitide will be the first and only approved treatment to reliably free people living with PBH from the chains of hypoglycemic events, creating the standard of care supported by compelling clinical evidence and establishing GLP-1 receptor antagonism as the optimal mechanism of action for targeting the underlying pathophysiology

Critical Success Factor 1

Establish Urgency of PBH

Raise awareness of the condition, its pathophysiology, and the need to diagnose and appropriately treat affected individuals

Critical Success Factor 2

Ensconce GLP-1 Receptor Antagonism

Ensure HCPs, payers and the community understand the underlying PBH pathophysiology, so they are prepared to embrace GLP-1 receptor antagonism as the most relevant way to treat the condition

Critical Success Factor 3

Support Future Access

Create development and regulatory plan that provides clinically relevant outcomes and supports a broad label with unrestricted access for appropriate individuals

Critical Success Factor 4

Optimize Longevity

Develop clear lifecycle management plans to continue to meet the needs of individuals living with hyperinsulinemic hypoglycemia and the HCPs who care for them

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Initiatives	Internal	External	Patient
	<ul style="list-style-type: none"> • Increase internal team knowledge of pathophysiology, diagnosis, treatment landscape, and patient journey <ul style="list-style-type: none"> – e.g., patient ethnography, KOL interactions, CI, patient journey research, COE roles and protocols, behavioral science research, immersion days, community council, claims data analysis on rates of PBH by institution/surgeon, advisory boards (including multidisciplinary advisors) • Scientific communications/publications (e.g., claims data analysis on rates of PBH by region to support prevalence; algorithm/claims/chart review for patient journey) • Awareness campaigns targeting key stakeholders • Investigate potential for a consensus paper on disease definition and patient identification/characteristics • RWE & HEOR 	<ul style="list-style-type: none"> • Partner with community to increase awareness of burden of disease and diagnostic journey, highlighting real-life experience to amplify impact • Investigate potential for CGM data and alert tool • Lay summary communications* • PBH webinar* • Unbranded website* • Scientific platform and lexicon* • Scientific exchange and communications* • MSLs – cadence of deployment (?) – reactive/proactive decks* • Independent medical education (CME, etc.)* • Speaker's Bureau – unbranded education, including dieticians or other multidisciplinary experts* <ul style="list-style-type: none"> – KPIs for disease state education 	<ul style="list-style-type: none"> • Consider supporting the creation of an advocacy group or fill the role of advocacy groups in their absence (e.g., standalone PBH website, resources, site/expert identification) • Online forum/town hall • Mentor/buddy program • PBH diagnostic tool – links to COEs and resources**

Critical Success Factor 1: Establish Urgency of PBH

Priorities

Drive greater awareness and understanding of PBH including GLP-1-based pathophysiology and burden of disease

Establish importance of diagnosing and treating PBH amongst HCPs and payers

Help PLWPBH to understand their condition and galvanize the community to seek resources and support

	Tactics:	Timing:
Market Research & Insights	Conduct comprehensive market research (including claims and data analysis) with stakeholders to uncover actionable insights to shape strategic direction	Q4 2024 – Ongoing
	Facilitate engagement through advisory boards, immersion days, conferences, council meetings and 1:1 discussions to gather real-world perspectives from key stakeholders	Q4 2024 – Ongoing
Strategy & Planning	Develop a robust disease awareness strategy targeting HCPs and the community, tailored to address gaps in knowledge and drive early engagement	Q1 2025 – Q2 2025
	Create a comprehensive communications plan incorporating emails, newsletters and digital channels to keep stakeholders informed and engaged	Q3 2025 – Q1 2026
Content & Creative Development	Utilize scientific platform to craft unbranded messaging that educates stakeholders on the disease state	Q2 2025 – Q3 2025
	Design compelling creative assets for disease awareness campaign , including branding and community photos to enhance the impact of the campaigns	Q3 2025 – Q1 2026
	Develop and disseminate authentic stories from the community across multiple channels (e.g., website, email, social media, etc.) to humanize the disease and build connection	Q2 2025 – Q3 2026
Digital Marketing & Advertising	Implement targeted digital marketing tactics (e.g., banner ads, native ads, SEM, paid social, etc.) to effectively reach and educate key stakeholders	Q4 2025 – Q3 2026
	Develop user-friendly disease state landing pages or micro-websites that serve as centralized hubs for educational content and resources	Q2 2025 – Q2 2026
	Create interactive digital tools (e.g., quizzes, patient journey experiences) that engage users and provide valuable disease education	Q1 2026 – Q3 2026
Education & Engagement	Launch an educational webinar and speaker bureau programs for HCPs and the community to foster ongoing learning and dialogue	Q3 2026 – Ongoing
	Develop diagnostic tools to aid the community in symptom recognition, and materials to support earlier diagnosis (e.g., pre-bariatric surgery) and guide stakeholders to centers of excellence and/or support	Q4 2025 – Q2 2026
	Establish an unbranded patient ambassador program or online platform (e.g., blog series) for sharing community experiences and fostering peer support	Q2 2026 – Q4 2026

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Critical Success Factor 2: Ensconce GLP-1 Receptor Antagonism

Critical Success Factor 1

Establish Urgency of PBH

Raise awareness of the condition, its pathophysiology, and the need to diagnose and appropriately treat affected individuals

Critical Success Factor 2

Ensconce GLP-1R Antagonism

Ensure HCPs, payers and the community understand the underlying PBH pathophysiology, so they are prepared to embrace GLP-1 receptor antagonism as the most relevant way to treat the condition

Critical Success Factor 3

Support Future Access

Create development and regulatory plan that provides clinically relevant outcomes and supports a broad label with unrestricted access for appropriate individuals

Critical Success Factor 4

Optimize Longevity

Develop clear lifecycle management plans to continue to meet the needs of individuals living with hyperinsulinemic hypoglycemia and the HCPs who care for them

Priorities

Drive rapid future uptake by communicating the rationale behind and value of GLP-1 receptor antagonism in PBH

Engage with KOLs to ensure clear insight into the condition and market to support strong positioning

At launch, educate PLWPBH so they can make informed treatment choices

Initiatives

- Provide clear explanations of avexitide mechanism of action that can be understood across HCPs (e.g., through simplified video explanation)
- Scientific communications of available data (e.g., abstracts; posters; presentations; scientific lay summaries; manuscripts on efficacy, safety, QoL, etc.) [\[Conferences\]](#)
- Scientific Platform and Lexicon
- MSLs – cadence of deployment (12 months?) – reactive and proactive decks
- Generate insights to ensure impactful communications (e.g., through market research, 1:1's, and ad boards on interpreting and communicating results)
- Create clear value proposition with compelling messages for each stakeholder with the goal of establishing GLP-1 receptor antagonism as the most relevant way to treat PBH

- KOL identification, mapping, segmentation
 - Understand multidisciplinary roles (e.g., dietician)
- Develop KOL engagement strategy across specialties (e.g., bariatric surgeons and endocrinologists)
 - 1:1 engagements, ad boards, [conference](#) attendance
- Leverage KOL experience to support broader HCP education

- Optimize digital channels
 - Opt-ins (e.g., Amylyx.com, PBH.com, etc.)
- Create lay summaries of key data
- Leverage multiple channels to create a repository/group of PLWPBH who can be activated quickly upon approval

Critical Success Factor 2: Ensconce GLP-1 Receptor Antagonism

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At launch, educate PLWPBH so they can make informed treatment choices

Tactics:		Timing:
Market Research & Insights	Conduct comprehensive stakeholder mapping and analysis to profile key players and gather insights on their perspectives of GLP-1 receptor antagonism and its value	Q2 2025 – Ongoing
Strategy & Planning	Develop a clear GLP-1 receptor antagonism value proposition and positioning strategy with input from KOLs and market experts to align with market needs and expectations	Q2 2025 – Q4 2025
	Implement a tailored KOL engagement plan including advisory boards to gather insights and speaking opportunities to secure endorsement and advocacy	Q1 2016 – Q4 2026
	Prepare a market access strategy with value dossiers that articulate GLP-1 receptor antagonism's relevance and economic benefits for different payer segments	Q1 2026 – Q4 2026
Content Development	Create and produce educational materials to explain GLP-1 receptor antagonism and its potential benefits (e.g., presentations, brochures, videos, infographics, animations, interactive tools, etc.) for all stakeholders	Q4 2025 – Q2 2026
Digital Marketing	Support launching a dedicated GLP-1 receptor antagonism section on Amylyx.com with interactive elements, and run targeted social media campaigns and SEO strategies to increase awareness and engagement	Q4 2025 – Q2 2026
Education & Engagement	Organize KOL workshops and conference symposium on GLP-1 receptor antagonism to provide education and foster discussions about its clinical significance	Q4 2025 – Q4 2026
	Develop patient education programs including online seminar and interactive Q&A session to empower the community with knowledge	Q4 2026 – Ongoing

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Critical Success Factor 3: Support Future Access

	<div>Critical Success Factor 1</div> <div>Establish Urgency of PBH</div> <div>Raise awareness of the condition, its pathophysiology, and the need to diagnose and appropriately treat affected individuals</div>	<div>Critical Success Factor 2</div> <div>Ensconce GLP-1R Antagonism</div> <div>Ensure HCPs, payers and the community understand the underlying PBH pathophysiology, so they are prepared to embrace GLP-1 receptor antagonism as the most relevant way to treat the condition</div>	<div>Critical Success Factor 3</div> <div>Support Future Access</div> <div>Create development and regulatory plan that provides clinically relevant outcomes and supports a broad label with unrestricted access for appropriate individuals</div>	<div>Critical Success Factor 4</div> <div>Optimize Longevity</div> <div>Develop clear lifecycle management plans to continue to meet the needs of individuals living with hyperinsulinemic hypoglycemia and the HCPs who care for them</div>
Priorities	<div>Design and complete a phase 3 trial, demonstrating clear clinical benefit in relevant populations</div>	<div>Ensure adequate understanding of meaningfulness of clinical and economic trial outcome measures</div>	<div>Create optimal environment for appropriate access and reimbursement so HCPs can prescribe with confidence upon approval</div>	
Initiatives	<div><ul style="list-style-type: none">Engage with people living with PBH, KOLs, and payers to ensure trial design aligns with expectations (e.g., payer research, advisory boards)Plan OLE and EAP to ensure appropriate access prior to approval and provide additional data to support useEfficiently conduct phase 3 trial, generating robust efficacy and safety dataSupplement phase 3 trial with RWE and HEOR to further support benefit</div>	<div><ul style="list-style-type: none">Partner with organizations, community, and clinician experts to define PBH treatment goals and clinical meaningfulness of outcome measures</div>	<div><ul style="list-style-type: none">Educate access decision makers and support payer decision-making through AMCP dossier, PIE slide decks, and the scientific platform, leveraging both clinical and preclinical data to support overall value of avexitidePerform and communicate additional analyses as needed to further demonstrate benefit (e.g., economic modeling)Generate and communicate data supporting mechanistic rationale of avexitide regardless of surgery type</div>	

Critical Success Factor 3: Support Future Access

Priorities

Design and complete a phase 3 trial, demonstrating clear clinical benefit in relevant populations

Ensure adequate understanding of meaningfulness of clinical and economic trial outcome measures

Create optimal environment for appropriate access and reimbursement so HCPs can prescribe with confidence upon approval

Tactics:		Timing:
Market Research & Insights	Conduct payer needs and preferences market research to develop a compelling payer value story, includes understanding both clinical and economic concerns that could influence formulary placement	Q4 2024 – Ongoing
	Facilitate payer roundtables (with KOLs) to share insights on disease burden, trial design, and expected outcomes. Test various value prop key messages to ensure alignment and generate stakeholder support	Q2 2025 – Q2 2026
Strategy & Planning	Initiate formulary discussions and pre-contracting meetings with key payers based on trial outcomes and anticipated cost-effectiveness ensuring access	Q3 2025 – Q4 2026
	Start exploring 3 rd -party partnerships to outsource patient support programs and planning of reimbursement infrastructure	Q4 2025 – Q4 2026
Content Development	Leverage unbranded messaging / disease awareness campaign to educate payers on the pathophysiology, disease burden and unmet needs	Q2 2025 – Q3 2025
	Create payer value communications plan with clear, concise content that highlights messaging used during pre-information exchanges	Q3 2025 – Q1 2026
Digital Marketing	Create digital portals for HCPs to access disease education, trial progress updates and value proposition tools (e.g., budget impact calculations) as part of early engagement efforts to ramp up at and post-launch	Q3 2026 – Q4 2026
Education & Engagement	Conduct pre-information exchanges with key payers, sharing preliminary trial data and discussing the economic and clinical impact	Q2 2026 – Q4 2026

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Critical Success Factor 4: Optimize Longevity

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Priorities

Plan and execute avexitide lifecycle strategy

Initiatives

- Conduct thorough evidence gaps analysis for avexitide in PBH and other hyperinsulinemic hypoglycemia conditions
- Support and increase awareness of chronic use (e.g., complete necessary safety assessments for any theoretical cardiac concerns)
- Explore opportunities for growing the avexitide market (e.g., broadening the population to other bariatric surgery types and other surgery types, additional indications)
- Investigate opportunities that may enhance avexitide experience and improve utilization (e.g., new formulation, auto-injector, weekly injection)
- Plan for Phase IV and other post-approval evidence generation needs
- Develop and execute RWE evidence and HEOR plan
- Review opportunities for investigator-initiated/collaborative research
- Refine lifecycle management plans as needed based on Phase 3 results, post-marketing needs, real world studies, market research, etc.
- Monitor competitor activities to assess for potential near-term and future threats

Critical Success Factor 4: Optimize Longevity

Priority

Plan and execute avexitide lifecycle strategy

	Tactics:	Timing:
Market Research & Insights	Perform segmentation and mapping of key market stakeholders , including payers, HCPs and the community. Gather insights on opportunities, barriers and expectations for future treatments and lifecycle	Q1 2025 – Ongoing
	Conducting ongoing competitor analysis to understand competitor's market strategies, identify differentiation opportunities, and adjust tactics accordingly	Q4 2024 – Ongoing
Strategy & Planning	Participate in a cross-functional lifecycle working group (LGWG) responsible for defining long-term goals, overseeing strategic planning and ensuring alignment of Commercial objectives with product longevity	Q1 2026 – Ongoing

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