PainPoint: VX-548 Commercialization

KS Partners

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Assumptions

- US market commercialization

- Launch timeline: 6-12 months

- Prescription medication, not available over the counter

- Stable shelf life, comparable to generic pain medications (ibuprofen, acetaminophen)

- No serious adverse events (SAEs)

- Hepatic metabolism, comparable to acetaminophen

PainPoint will modernize how care is administered.

Track patients health with PainPoint

⬇

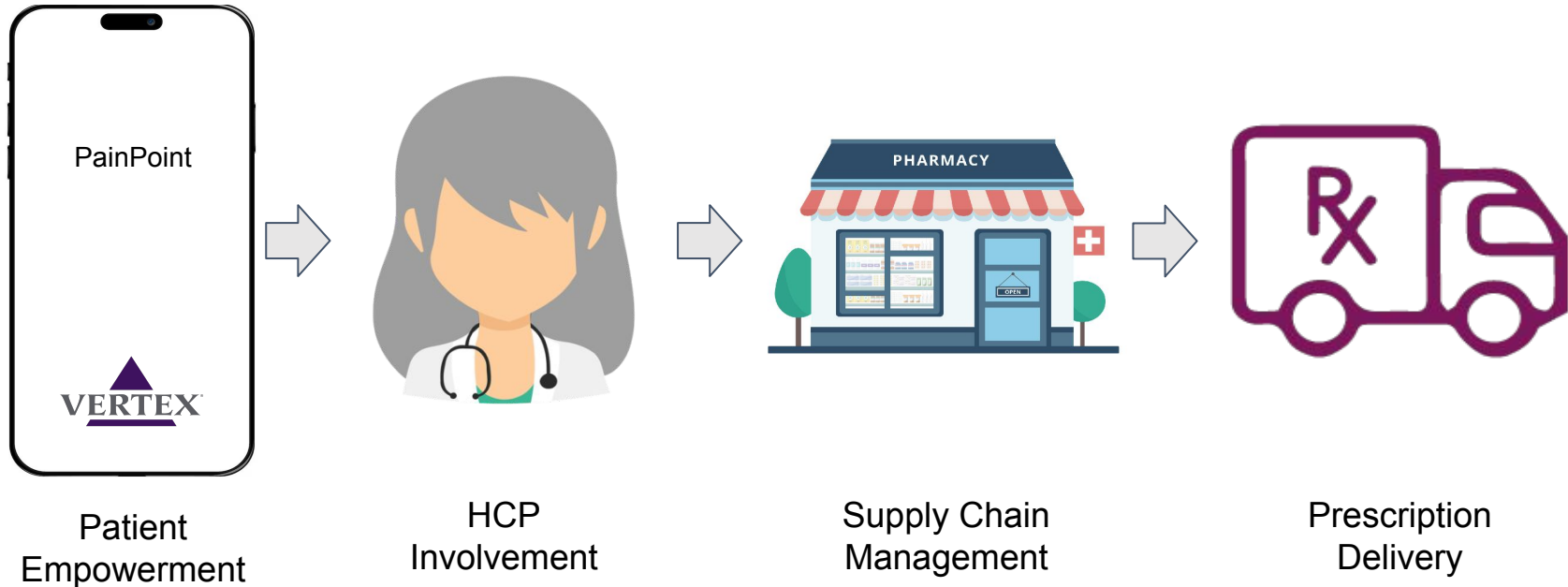**Update HCPs in real time**

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Rapid pain management response

⬇

Predict supply chain needs

⬇

Delivery network for easy access

Integrated digital approach brings VX-548 to patients' doorsteps

Patient
Empowerment

HCP
Involvement

Supply Chain
Management

Prescription
Delivery

# 1. Cross-functional Patient-centric team can drive engagement

- Reframe product launch to patient oriented platform
- Team will prioritize patient outcomes and trust building
- Engagement with existing online patient communities
- Successful patient platform will have lasting benefits for existing and future products/indications
- Challenging to switch off existing product oriented mindset
  - Patient-focused KPIs
  - Patients are partner in managing their own health
  - Data generated from successful patient engagement can enhance commercial goals

1. PainPoint app empowers patients to explore treatment options
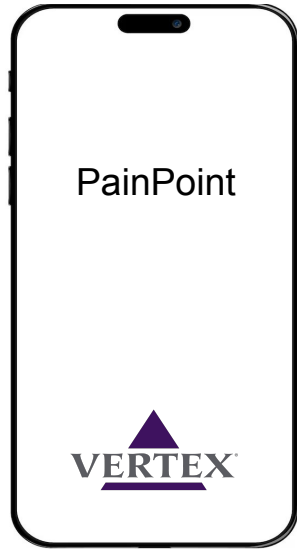
PainPoint

VERTEX®
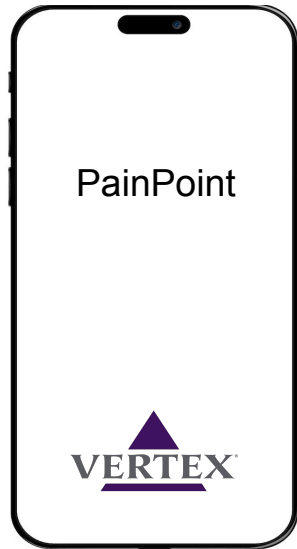
- Track pain daily and educate users on available management options (physical therapy, alternative non-opioid medications)
- Track adherence in real time and suggest corrective actions
- Patient facing LLMs for rapid response
- Digital literacy is a challenge for target population (age 40+)[1]
  - 83% of 50 - 64 and 61% of 65+ age group already uses smartphone
  - Simple accessible UI/UX design with population age in mind
  - Wellness app engagement on the rise with aging population
- Incentive program to increase user engagement
  - Gamification of reward system has been shown to reinforce desired user behavior

2. Digitization can predict effective treatment and medication use

PainPoint

VERTEX®

- Successful digitization is essential to improving patient response and outcome

- Predictive analysis can forecast potential pain incidents based on patient and procedure histories

- PainPoint can proactively recommend preventive measures based on the history of treatment effectiveness

- HCP integration can connect patient directly via the app monitor the outcome

- Analysis and outcome can be used to educate patients and HCP in a feedback loop

2. Collaborate with existing patient portals and technologies

- Existing primary care platforms for faster launch and rapid response

- Relieve access barrier through remote care (messaging, telehealth)

- Medical history to assess effective pain management and medication

- Patient can indicate preferred method of treatment based on history
  - HCP can proactively recommend treatment or prescribe medication

3. Patient Outcome Data Collection Across Healthcare Settings

3a. Information tracked and generated through PainPoint:

- Frequency and dosage of medication

- Pain response to medication based on pain scale (0-10)

- Emergency Room visits due to breakthrough pain

- Recovery timeframe

- Utilization of alternative methods (PT, NSAIDs, Tylenol)

- Cost analysis of VX-548 compared to other pain medications
  - Introduces streamlined inventory and drug purchasing optimization

Prescription changes frequently across inpatient and outpatient settings[2], likely due to provider preferences. PainPoint will track success rate of patient recovery while taking medication.

2. See Appendix Slide 2 and 3

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3. Patient Outcome Data Collection Across Healthcare Settings

3b. How will data exchange work?

- Patients download app on mobile device when prescribed the medication in either inpatient or outpatient setting
  - Added to discharge instructions on hospital discharge team

- Providers on patient's care team granted access to patient account
  - PainPoint sends patient's daily push notifications tracking recovery and pain scale
  - PainPoint will send providers notifications if patient's feedback falls outside of set parameters
  - Providers adjust dosage/frequency and provide recommendations as needed
  - Patient outcomes captured in PainPoint database

3c. Tools required for healthcare providers

- Access to PainPoint app through secure authentication via mobile device and/or healthcare practice desktop

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4. How can data tracking method be utilized across healthcare settings

- Patients will download app when prescribed the medication.
  - Information and enrollment added during inpatient stay and discharge instructions.
- Providers managing patient's condition in both inpatient and outpatient settings granted access to patient portal through PainPoint app.
  - This avoids common Electronic Medical Record interoperability challenges between healthcare systems.
- Patient notifications sent to appropriate medical provider depending on where patient is along the recovery path.
- Option for patient and drug data to be utilized by both hospital systems and outpatient practices for supply chain and inventory forecasting.

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5. Value Chain - Utilize Vertex existing relationship with Specialty pharmacies and Specialty distributors

- Vertex already has existing relationship with specialty pharmacies:
  - Accredo Health Group, Inc.
  - AllianceRx Walgreens Pharmacy
  - Fairview Specialty Pharmacy
  - Foundation Care, LLC, an AcariaHealth Solution
  - Maxor Specialty Pharmacy
  - Optum Specialty Pharmacy

- Increase the number of speciality pharmacies and relationships such that you have 4 distribution centers in each state. This would help in faster supply of medication to pharmacies, HCPs, customers, 3rd party vendors, market stores.

Resources:

- Separate team for value chain to create new partnerships with speciality pharmacies and distributors.

5. Integrated Dashboard

- Customers can order through app and be delivered by speciality pharmacies, and based on their pain level we estimate when they are most likely to order. These stats can be seen in a dashboard where we have demand based on locations. The dashboard can be seen by vertex team, distributors and pharmacies.
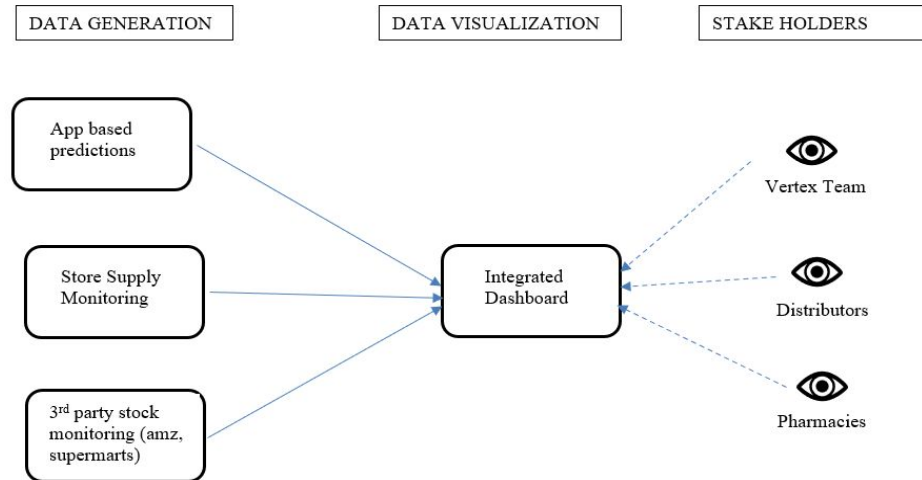
5. 3rd party avenues

- Partnership with Amazon Pharma and similar companies to create a new supply chain to customer.
  - The customer can upload the prescription and order the medication. The distributor of the region will deliver these products to amazon.
- Same methodology can be applied to supermarkets and other avenue such as Walgreen, CVS, Giant Eagle,....
  - Create partnership with pharmacies within supermarkets and retail pharmacy chains.
- The data from all the avenues are collected, analyzed and visualized using the integrated dashboard.

Resources:

- Team to communicate the demand to the manufacturing unit, logistics team. And to keep in touch with distributors, super markets, 3rd party avenues, pharmacies.
- Dashboard website so that vertex team, distributors, pharmacies can use it to analyze the demand.

6. Bypassing subjective pain score scale

- Current pain assessment of 0 - 10 scale is extremely subjective and prone to misinterpretation and undertreatment.
- PainPoint platform can track changes in daily score to normalize the reported pain level.
- Smartphone and wearable data on mobility, heart rate, temperature, etc. can augment the score to provide HCP a more accurate portrayal of acute pain, especially for moderate to severe pain.
- Proper assessment is essential to adequate medication, increasing prescription rate and sales of drugs such as VX-548.