

Project Beacon: Architecting Launch Excellence for Maritide

A Predictive AI System for Identifying
Early Adopters in the Next-Generation
Obesity Market

Strategic Proposal & Implementation Roadmap



Target Launch: Orforglipron Pilot (2026) to Maritide (2027/28)



The Challenge: The Transition Era

The obesity market is projected to exceed \$1 Trillion, but the path to Maritide's dominance lies through a chaotic 'Transition Era' (2026-2027).

The market is shifting from category creation to hyper-competition, defined by the entry of oral formulations (Orforglipron), chronic supply shortages, and market distortions caused by 'TrumpRx' models and telehealth expansion. Traditional volume-based targeting is obsolete.

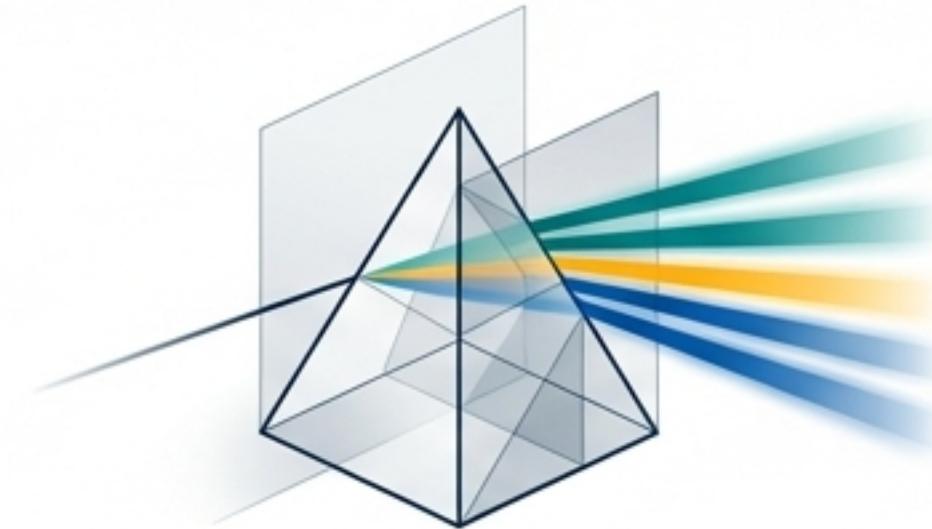
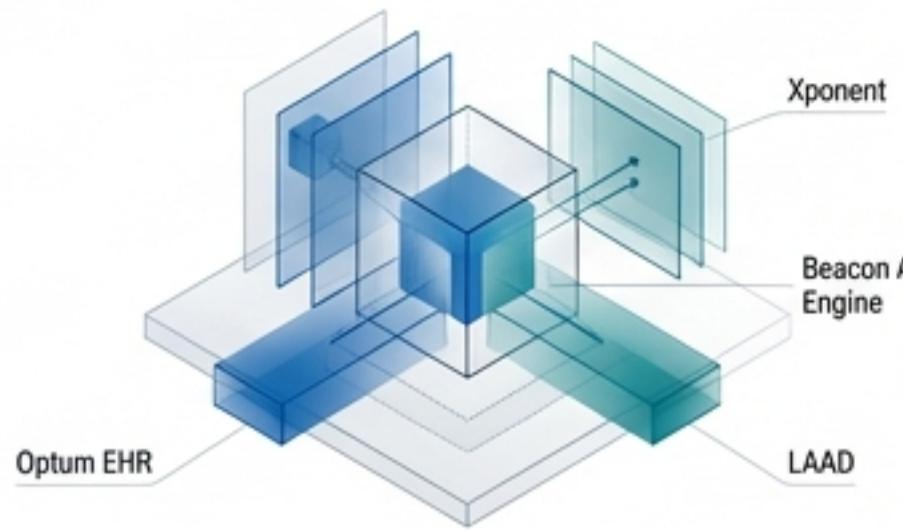


The Solution: Project Beacon

Beacon is an AI-driven predictive engine. It moves beyond descriptive analytics ('Who wrote Wegovy?') to prescriptive intelligence ('Who will write Maritide first?').

It utilizes a 'Time Machine' approach: training models on historical launches to simulate and predict future behavior.

The system triangulates physician willingness (Xponent), patient clinical readiness (Optum EHR), and payer access friction (LAAD).

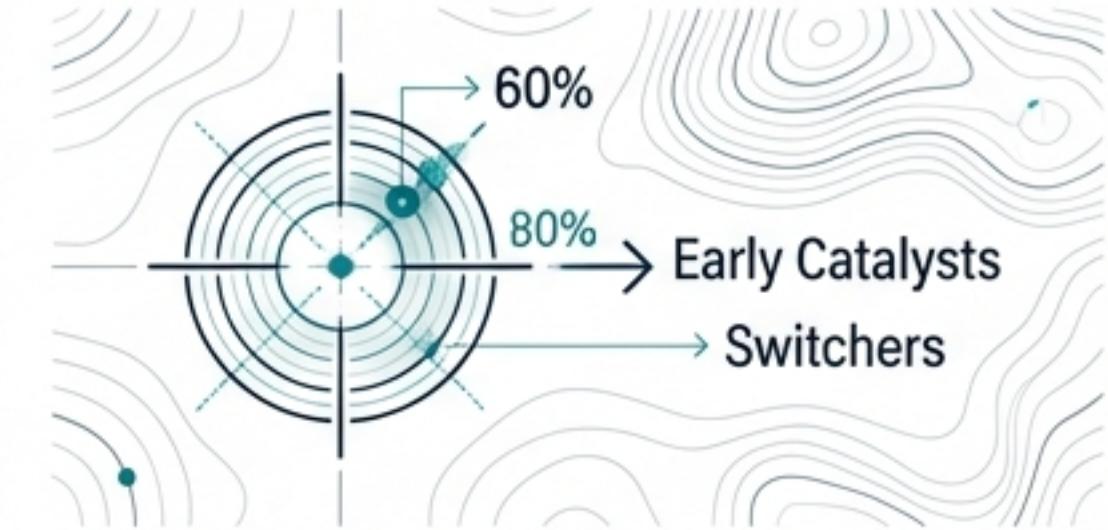


The Outcome: Surgical Targeting

Goal: Revenue acceleration through precision deployment.

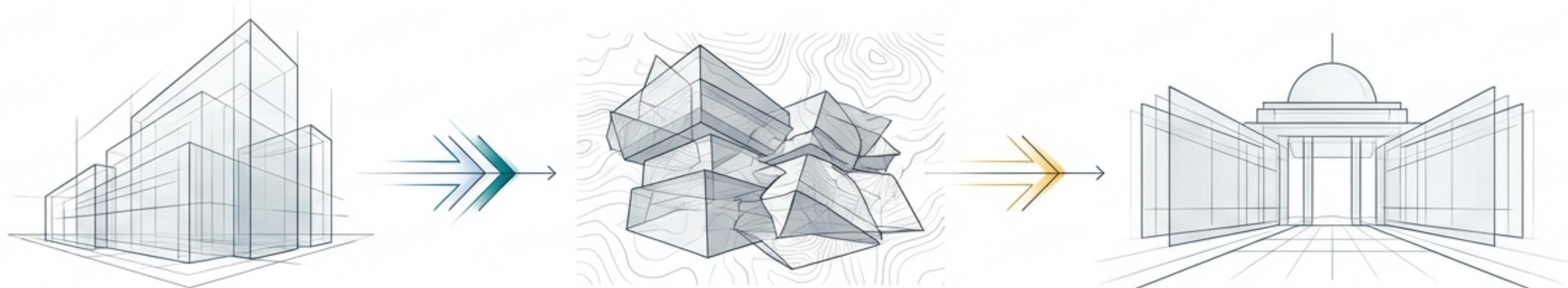
Metric: Achieve 60% predictive accuracy for the 2026 Orforglipron pilot launch, scaling to 80% accuracy for the Maritide launch via continuous learning.

Deliverable: A validated list of 'Early Catalysts' and 'Switchers' with a clear 'Why Now' rationale for every target.



The Obesity Market is Evolving from Category Creation to Hyper-Competition

Amgen's Maritide is a portfolio-defining asset. However, the 2026 landscape will look fundamentally different from today. We cannot wait for launch data to react; we must anticipate these shifts.



Rise of Orals

Entry of Orforglipron (Est. Q2 2026)
Shift from efficacy-only to convenience + efficacy

Market Distortions

Drug shortages forcing artificial substitution
Historical claims data becomes 'noisy'

Payer & Policy Shifts

Medicare Part D expansion (April 2026)
& "TrumpRx" models unlock millions of new lives

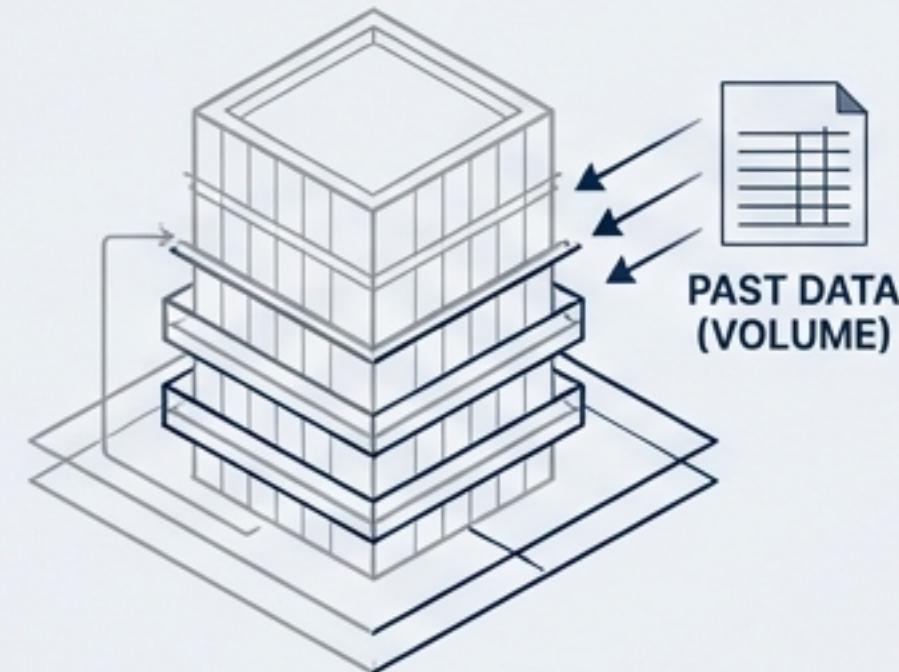
**The Commercial Imperative:
Anticipate Shifts Before Adjudication**

In a Distorted Market, Historical Volume is a Poor Predictor of Future Adoption

Traditional Approach (Descriptive)

Targets "Decile 10" writers based on last year's volume.

- **Flaw:** Misses "Early Catalysts" (low volume, high influence).
- **Flaw:** Assumes the future looks like the past.



The Data Lag Reality

Prescription Written

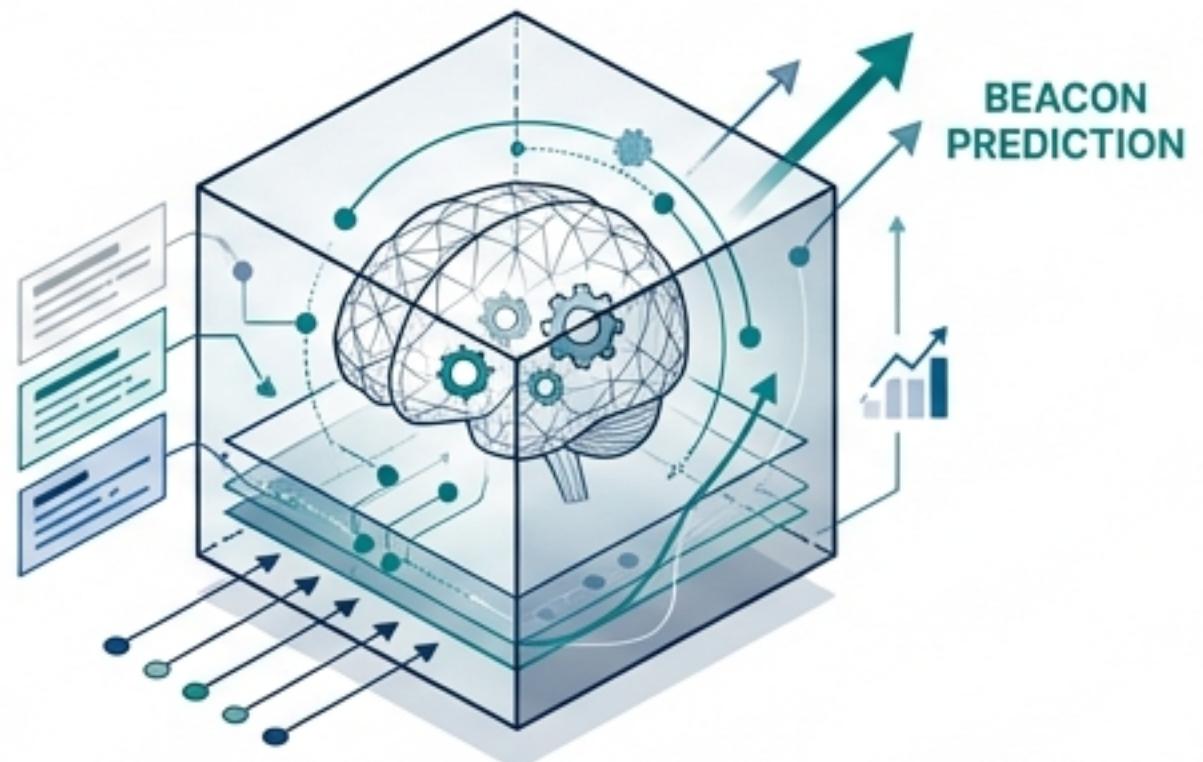
The Blind Spot (4-12 weeks)

Vendor Report

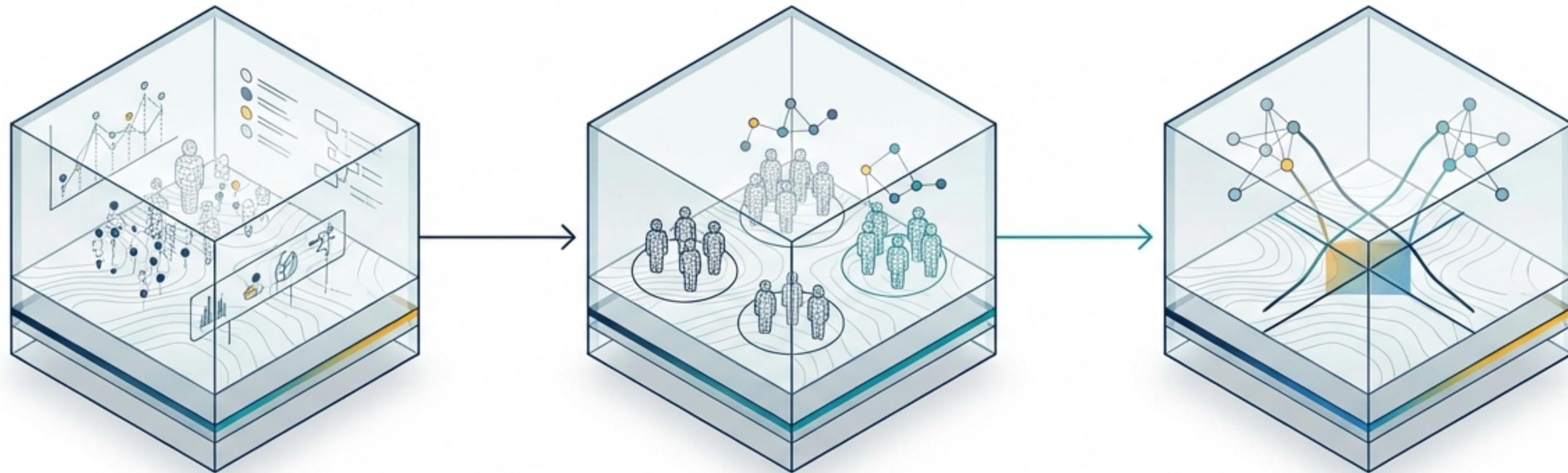
Project Beacon Approach (Predictive)

Targets HCPs based on "Behavioral DNA" and patient readiness.

- **Advantage:** Identifies "Switchers" before the first script.
- **Advantage:** Accounts for supply chain noise.



Project Beacon: A Living, Learning System for Predictive Intelligence



Patient Discovery

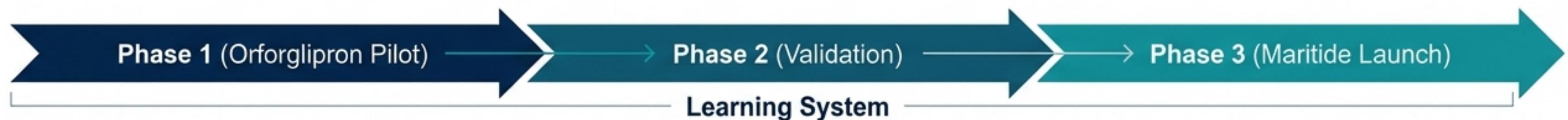
Quantify addressable universe using inferred clinical markers (BMI, comorbidities).

HCP Segmentation

Cluster 400,000 physicians by "Adoption Typology".

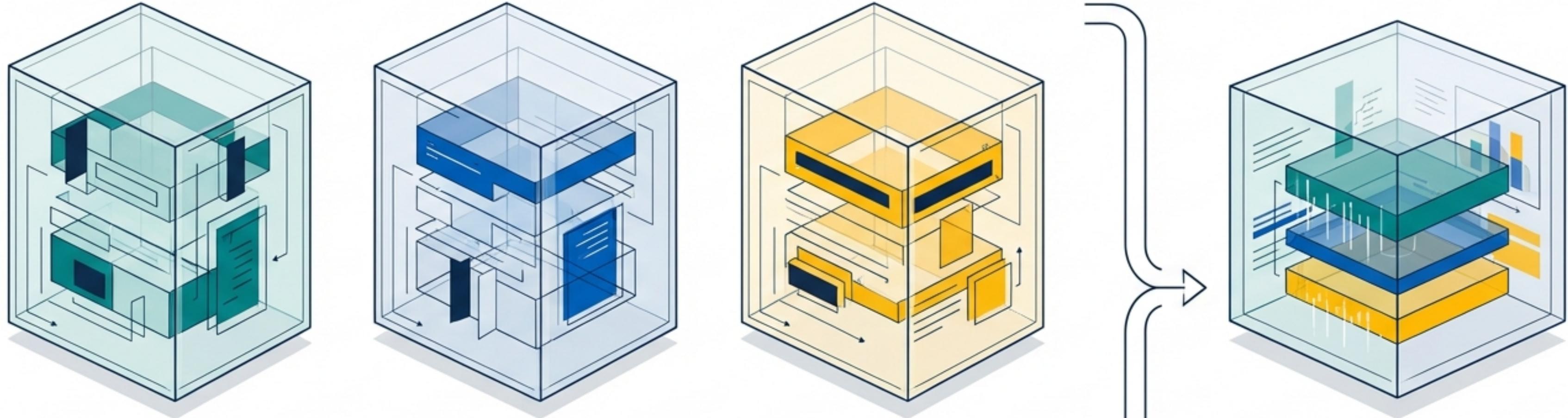
Opportunity Prediction

Score targets based on intersection of Supply (HCP) and Demand (Patient).



The ‘Time Machine’ Approach: Simulating History to Predict the Future

We train models on historical launch data to predict the subsequent 90 days of adoption.



Category Creation Model

Source: Wegovy

Signal: Innovation-forward behavior.

Insight: Identifies "Early Catalysts" willing to take clinical risk.

Switching Dynamics Model

Source: Zepbound

Signal: Migration of stable patients.

Insight: Identifies "Utility Switchers" sensitive to efficacy.

Form-Factor Model

Source: Oral Wegovy / Orforglipron

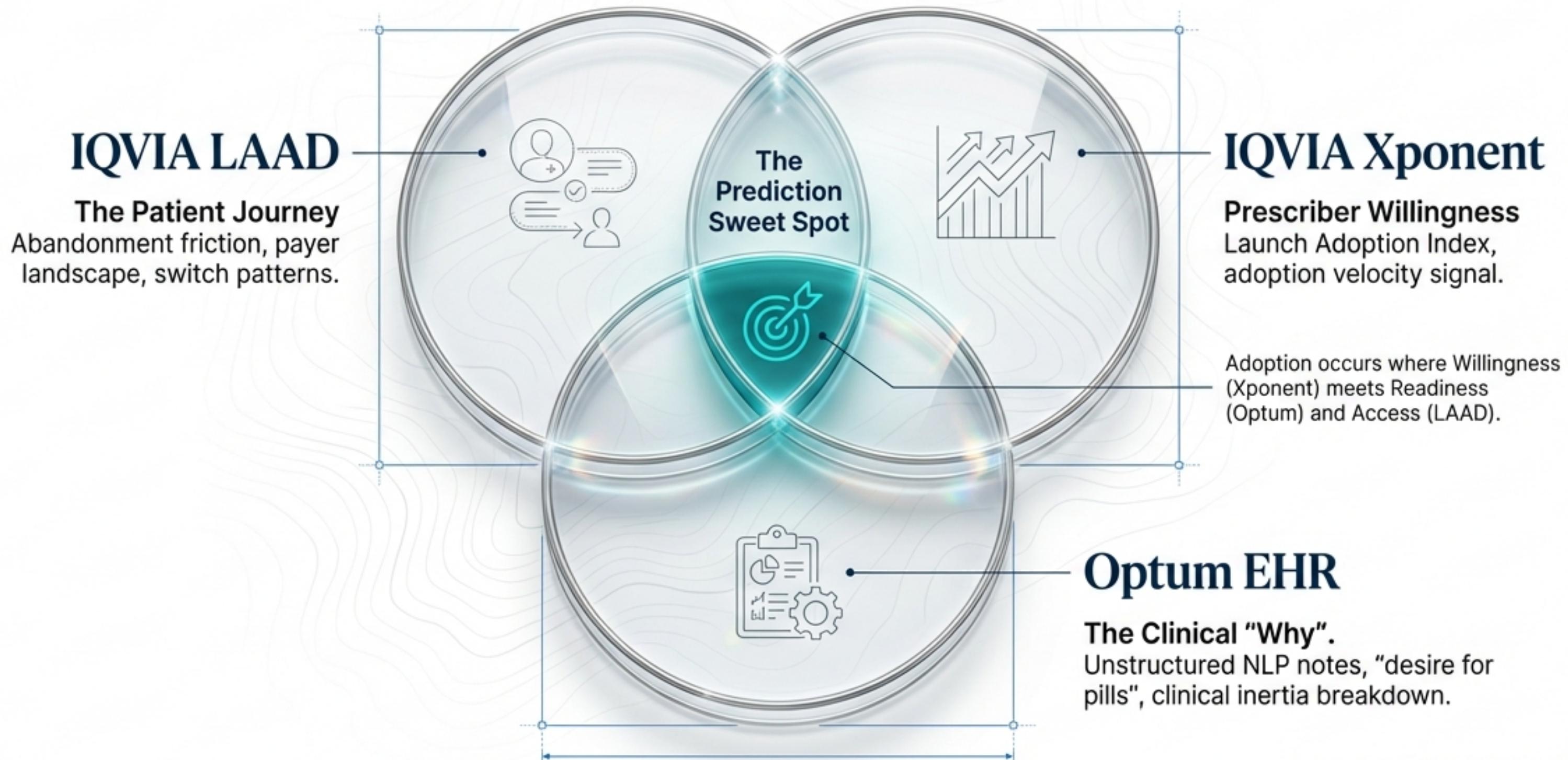
Signal: Injection fatigue sensitivity.

Insight: Identifies preference for "Pills" vs. "Durability."

Integrated Maritide Prediction

Synthesizes insights from all models to forecast Maritide's adoption trajectory.

High-Confidence Prediction Requires Triangulating Three Distinct Data Ecosystems



AI That Commercial Teams Can Trust: Explainable & Actionable

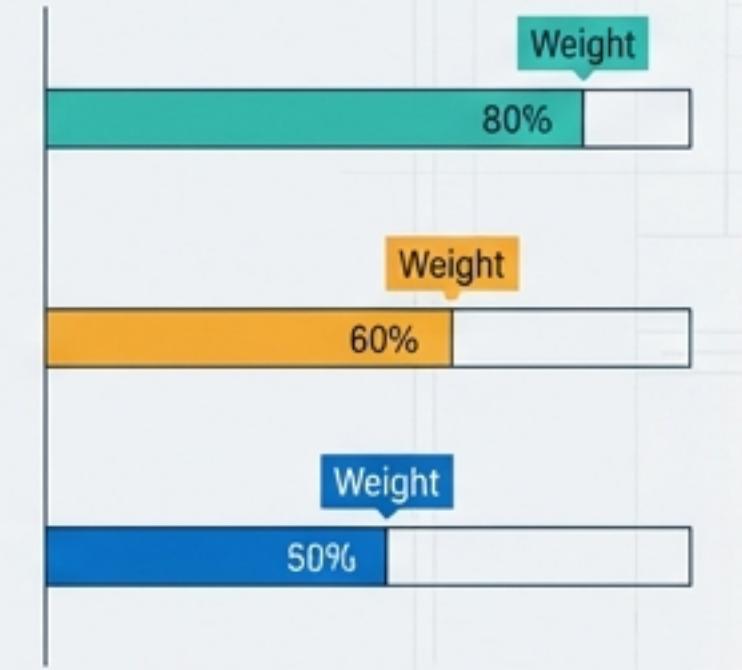


Zoom In

Dr. Smith – Rank #1

Explainable Reason Codes (SHAP)

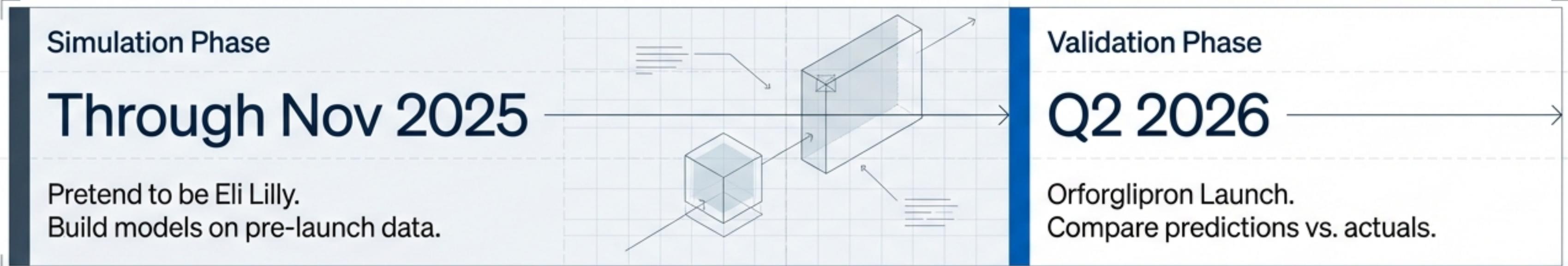
- High volume of Zepbound discontinuers
- 40% of panel has metabolic deterioration
- Historically adopts orals within 30 days



Solving the Coding Gap: We use probabilistic inference to identify 'latent' obesity patients based on comorbidities (Sleep Apnea, Hypertension) where diagnosis codes are missing.

Strategic Architectural Blueprint

2026 as a Strategic Transition Year: The Orforglipron Validation Pilot



Pilot Target: 60% Accuracy.

Identifying 6 out of 10 early adopters in a volatile market.

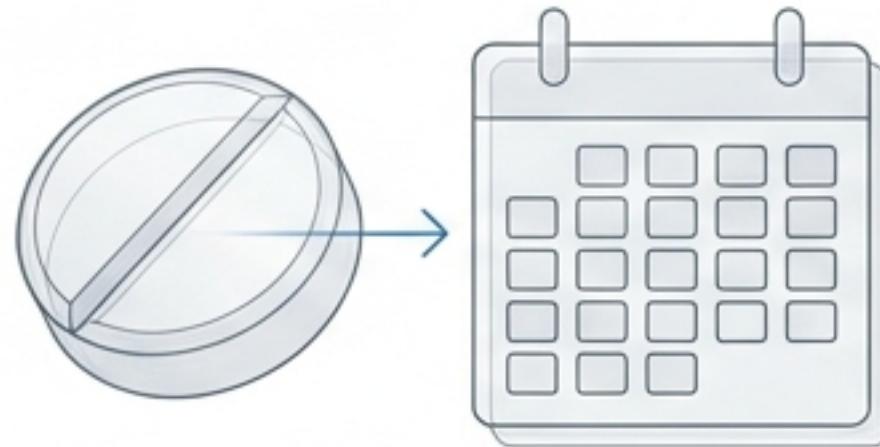
Maritide Goal: 80% Accuracy.

Retrained with real-world data for 2027 launch.

Before we apply this to Maritide, we must prove it works. We will use the upcoming launch of Eli Lilly's oral Orforglipron as a live stress-test.

Translating Insights: From Oral Convenience to Maritide's Durability

The Oral Target (Orforglipron)



Quick & Easy. Needle-averse. Lifestyle-focused.

Alert Amber National 2

Patients dropping off weekly shots due to injection fatigue.

The Maritide Target (Maintenance)



Strong & Sustained. Maintenance-focused. Efficacy-driven.

Signal Teal National 2

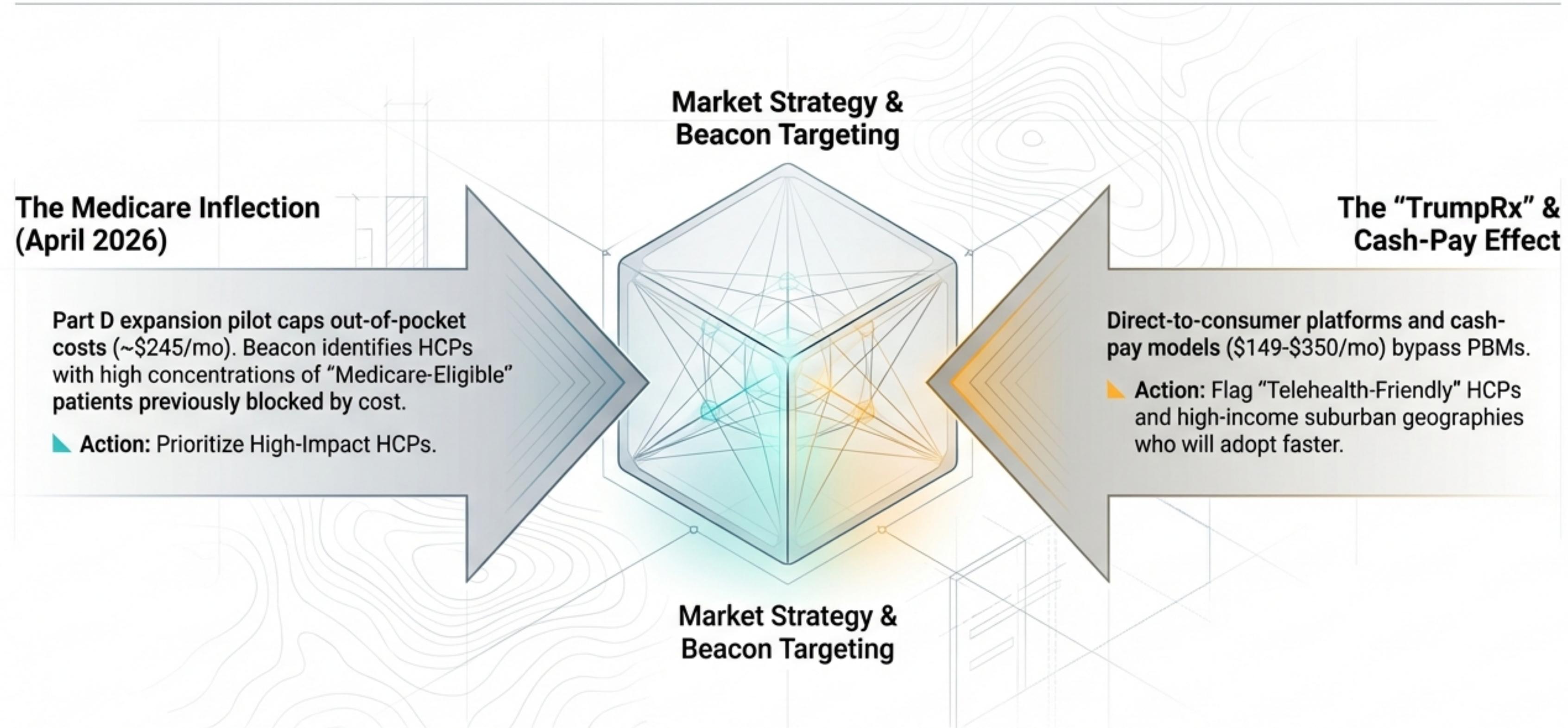
HCPs who value long-term adherence over short-term speed.

The Strategic Pivot

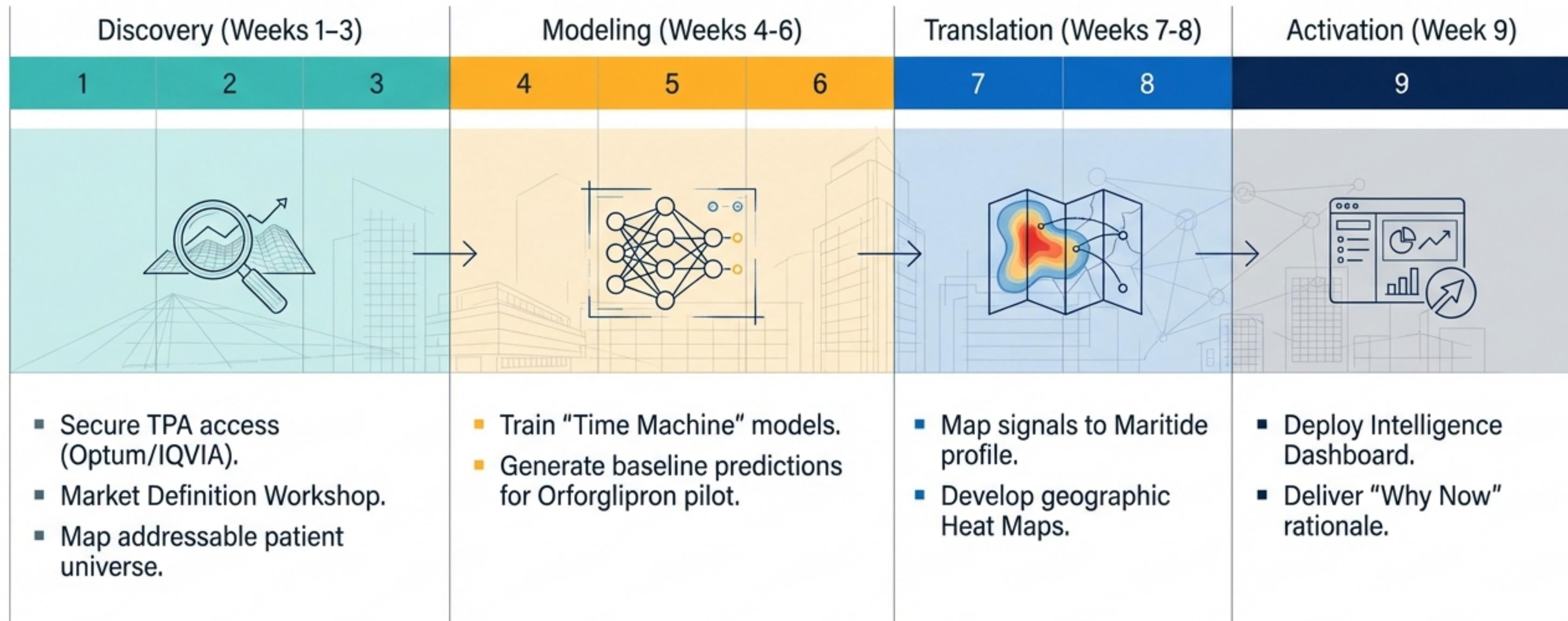
Maritide is not a daily pill or a weekly shot; it is a monthly/quarterly maintenance therapy.

We will filter the "Convenience" signal to find the "Durability" catalyst.

Accounting for the “Uncontrollables”: Medicare, Policy, and Consumerism

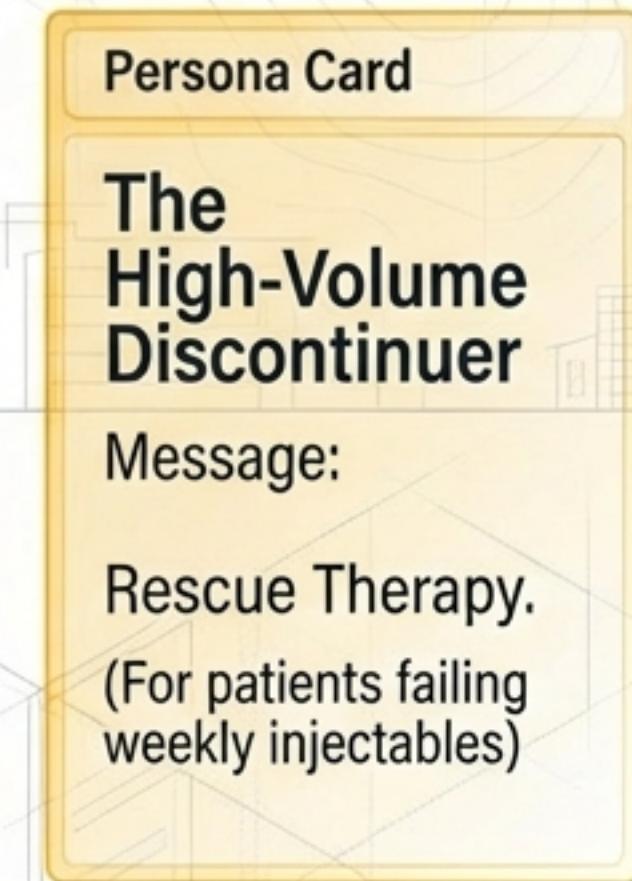
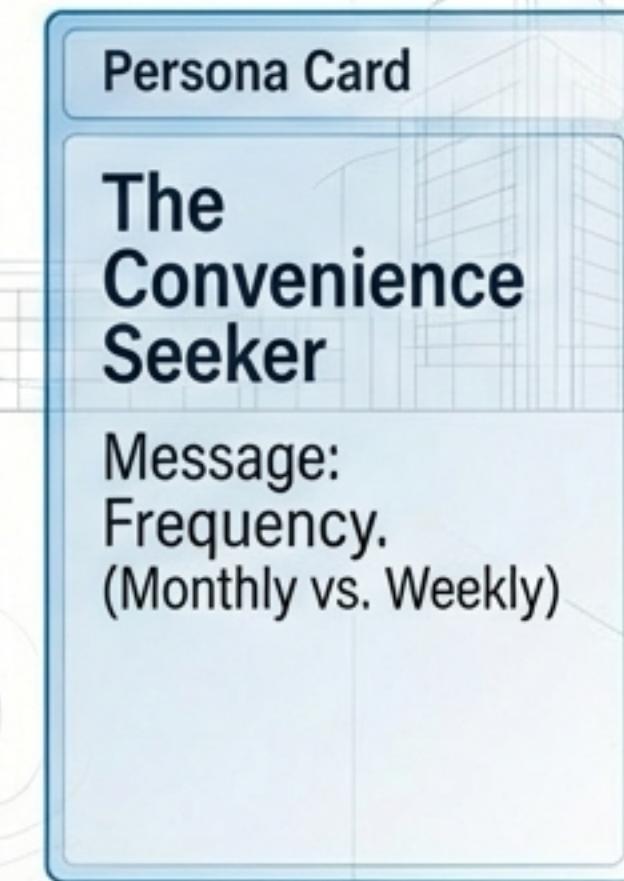
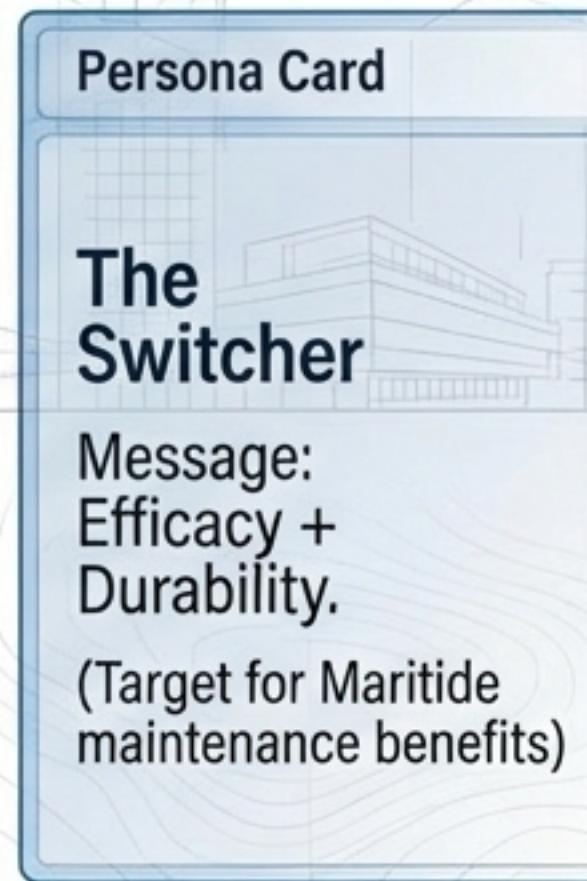


Implementation Timeline: The 9-Week Sprint to Actionable Intelligence



Moving from Academic Perfection to Revenue Acceleration

Tailored Messaging by Persona



Side Note:
Outcome: Surgical Field Deployment.

Optimize allocation by focusing on Catalysts, not high-volume Laggards.

Immediate Actions to Initiate Project Beacon

Data Access & Governance



Finalize Third-Party Agreements (TPAs) for Optum, IQVIA LAAD, and Xponent immediately. Establish formal protocol with Internal C4 for EHR data.

Strategic Alignment



Schedule “Market Definition Workshop” to freeze definitions: **“Early Adopter”** (90 days) and **“Actionable Patient”** criteria.

The Ask



Approval to proceed with Phase 1 Data Aggregation and Modeling immediately to capture the Orforglipron pre-launch window.

Securing Launch Leadership in the Decade's Defining Category



Project Beacon is not just a data project; it is a strategic asset. By predicting the behavior of the market before it happens, Amgen secures a “First-Mover” advantage in intelligence. We will turn the chaos of the 2026 transition market into a clear roadmap for Maritide’s success in 2027 and beyond.