

PROJECT BEACON BEACON

STRATEGIC PREDICTIVE MODELING
FOR LAUNCH EXCELLENCE



Accelerating MariTide
Commercial Pull-Through
via Early Adopter Analytics

The Strategic Context: 2026 is the Pivot Point from Category Creation to Maintenance

THE FOUNDATION

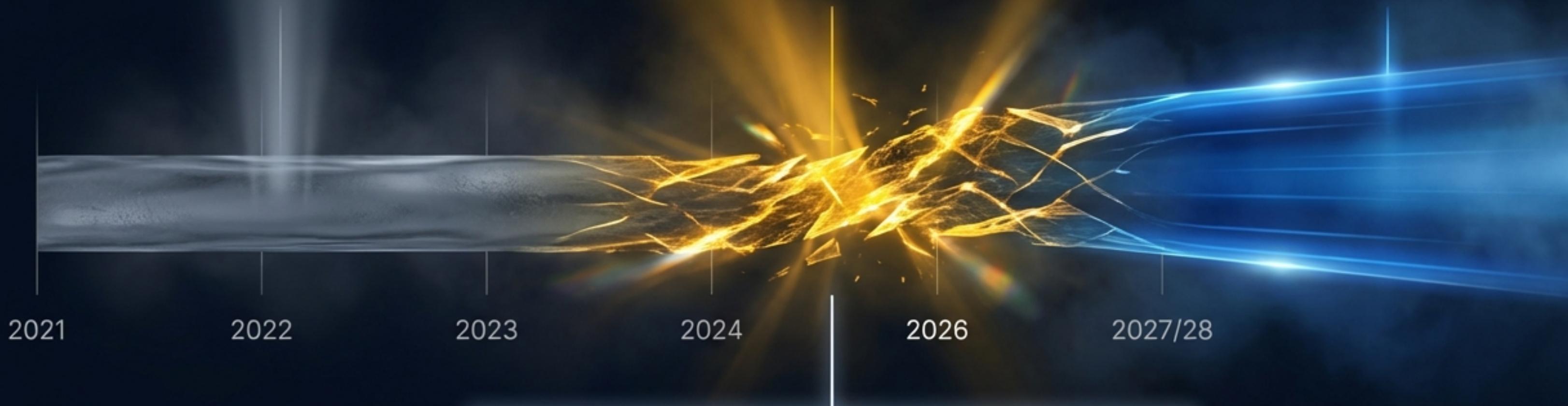
Injectable Dominance
(Wegovy / Zepbound)

THE PIVOT

Transition Year: Oral Disruptors
(Orforglipron) & Medicare Expansion

THE GOAL

Maintenance Era
(MariTide)



Market Friction: Distorted by shortages,
form-factor shifts, and new payer dynamics.
Historical volume is no longer predictive.

The Core Shift: Moving from Descriptive Volume to Predictive Behavioral DNA

	Descriptive Model (The Old Way)	Project Beacon (The New Way)
Primary Metric	Historical prescription volume (Deciles)	Predicted 90-day adoption likelihood
Data Scope	Static pharmacy fill data	Triangulated claims, EHR, and behavioral logs
Market Context	Assumes stable market conditions	Incorporates shortages, payer shifts, and policy changes
HCP Insight	What the doctor did	Why the doctor will act
Actionability	Reactive resource allocation	Proactive, prescriptive field engagement

The 'Lighthouse' Methodology: A Three-Model Framework

Category

Creation Model

Learns from Wegovy
(Risk Appetite)

Switching Model

Learns from Zepbound
(Efficacy Seeking)

Form-Factor Model

Learns from Oral Wegovy
(Convenience Seeking)



The 2026 Simulation

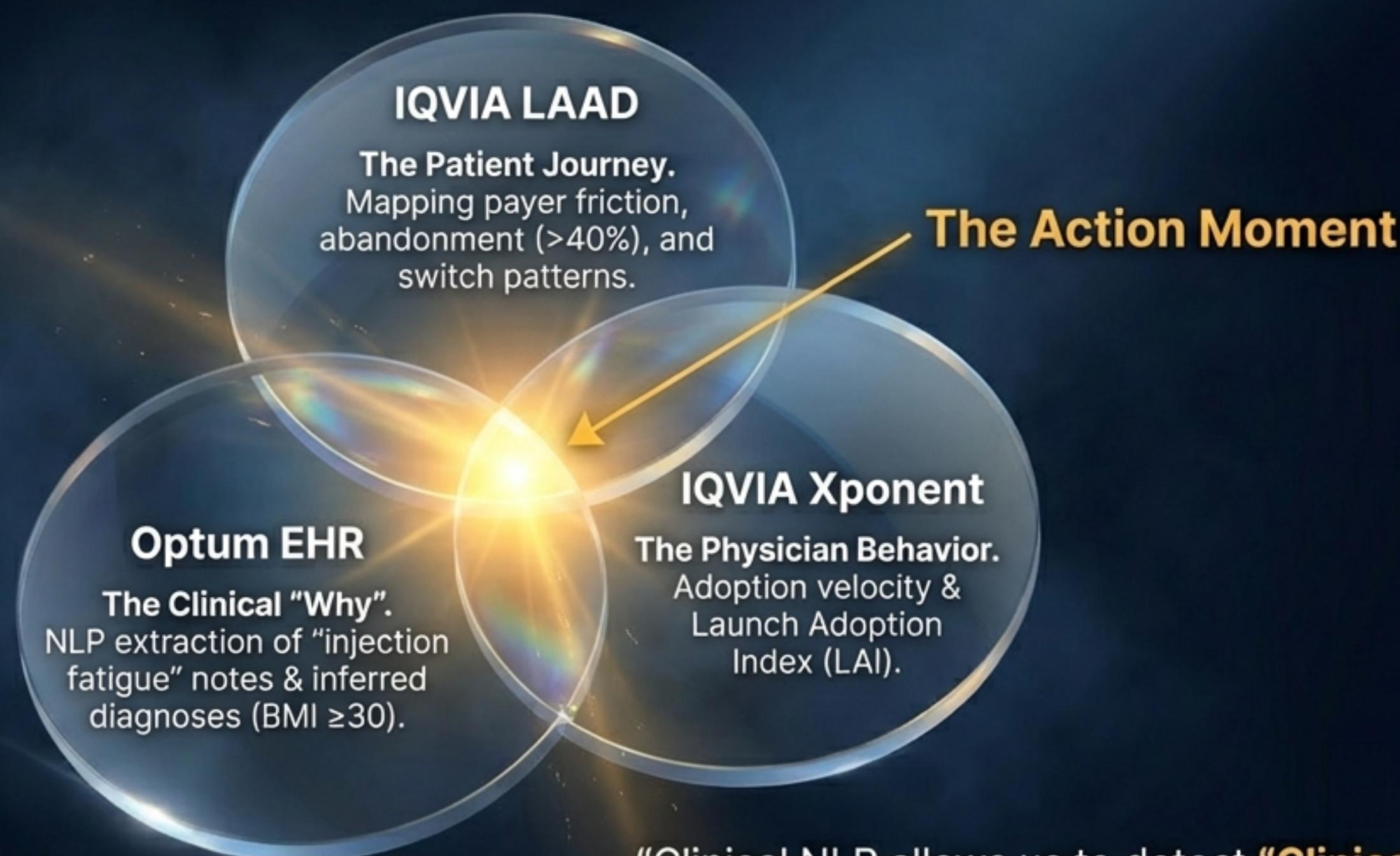
(Orforglipron Launch)



**MariTide
Early Adopters**

We simulate the manufacturer role for the 2026 oral launch to decode the
“Behavioral DNA” of the physician before the MariTide launch.

Data Strategy: Triangulating Opportunity, Willingness, and Clinical Readiness



"Clinical NLP allows us to detect "**Clinical Inertia Breakdown**"—seeing the desire to switch before it ever appears in a claims database."

Behavioral Archetypes: From Data Points to Actionable Personas

THE EARLY CATALYST



Innovation-Forward

- **Behavior:** First 90-day writer for Wegovy/Zepbound.
- **Signal:** High speed of adoption.
- **Strategy:** Target with early trial data & speaker programs.

THE UTILITY SWITCHER



Efficacy-Driven

- **Behavior:** High patient turnover between brands for outcomes.
- **Signal:** High switching volume in Xponent.
- **Strategy:** Prime target for MariTide's maintenance profile.

THE CONVENIENCE SEEKER



Lifestyle-Prioritized

- **Behavior:** High oral volume; sensitive to delivery method.
- **Signal:** Optum notes regarding "injection fatigue."
- **Strategy:** Target for Orforglipron and MariTide monthly dosing.

Execution Roadmap: The 9-Week Sprint to Actionable Intelligence



Weeks 1-3.

Data cleaning (LAAD/Optum), Patient Universe mapping, probabilistic modeling.

Weeks 4-6.

The Lighthouse Simulation. Training model on Orforglipron signals.

Weeks 7-8.

Mapping oral behaviors to MariTide profile (Maintenance vs Induction).

Week 9.

Dashboard Delivery. A ranked list of HCPs with "Why Now" rationale.

The Deliverable: A Living System for Commercial Targeting



60%

Initial Accuracy
(Benchmarked)

80%

Scaled Accuracy
(Via Learning Velocity)

Explainable AI: Powered by SHAP values for field force transparency.

Governance & Immediate Next Steps



Secure Access

Finalize Third-Party Agreements (TPAs) for Optum, IQVIA LAAD, and Xponent.



Alignment Workshop

Define the 'Early Adopter' window. Decision: 90-day 'Innovator' window vs. 180-day stability window.



Protocol Establishment

Establish data-sharing protocol with Internal Amgen C4 team.

Project Beacon ensures Amgen does not just react to the 2026 market shifts, but anticipates them—securing the 'Maintenance Catalyst' physician for the MariTide launch.