

Project Beacon: Predictive Launch Excellence for the Next-Generation Obesity Market

From Descriptive Analytics to AI-Driven
Surgical Targeting for Maritide

Strategic Proposal

Amgen Obesity Portfolio

Confidential

Executive Summary: Building a Living Intelligence System

The Objective

Secure Maritide's dominance in the \$1T obesity market by identifying True Early Adopters 90 days post-launch.

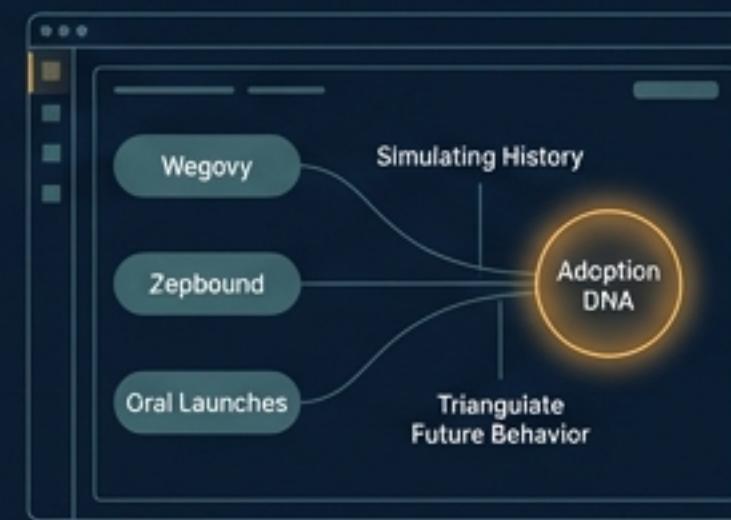
Shift from Business Intelligence (What happened?) to Predictive Intelligence (Who will prescribe?).



The Method

Learning from Analogues

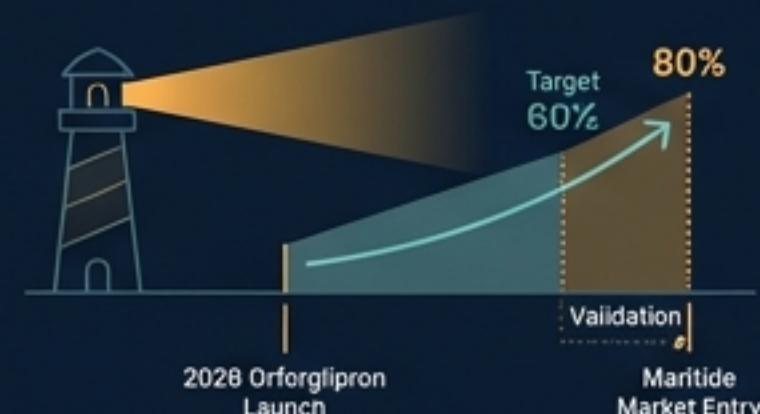
A 3-Model AI Framework simulating history (Wegovy, Zepbound, Oral launches) to triangulate future behavior and decode adoption DNA.



The Pilot

The Lighthouse Strategy

Utilization of the 2026 Orforglipron launch as a live simulation to validate accuracy (Target: 60% rising to 80%) before Maritide market entry.



The Outcome

A ranked, defensible target list with "Why Now" rationale for proactive field deployment, enabling surgical targeting of the maintenance market.



The Challenge: A ‘Transition Year’ Market

The 2026 landscape demands more than volume-based targeting.



Drug Shortages

Forcing artificial substitution behavior that masks true brand loyalty.

Payer Friction

High abandonment rates (40%+) distorting demand signals in claims data.

Telehealth & DTC

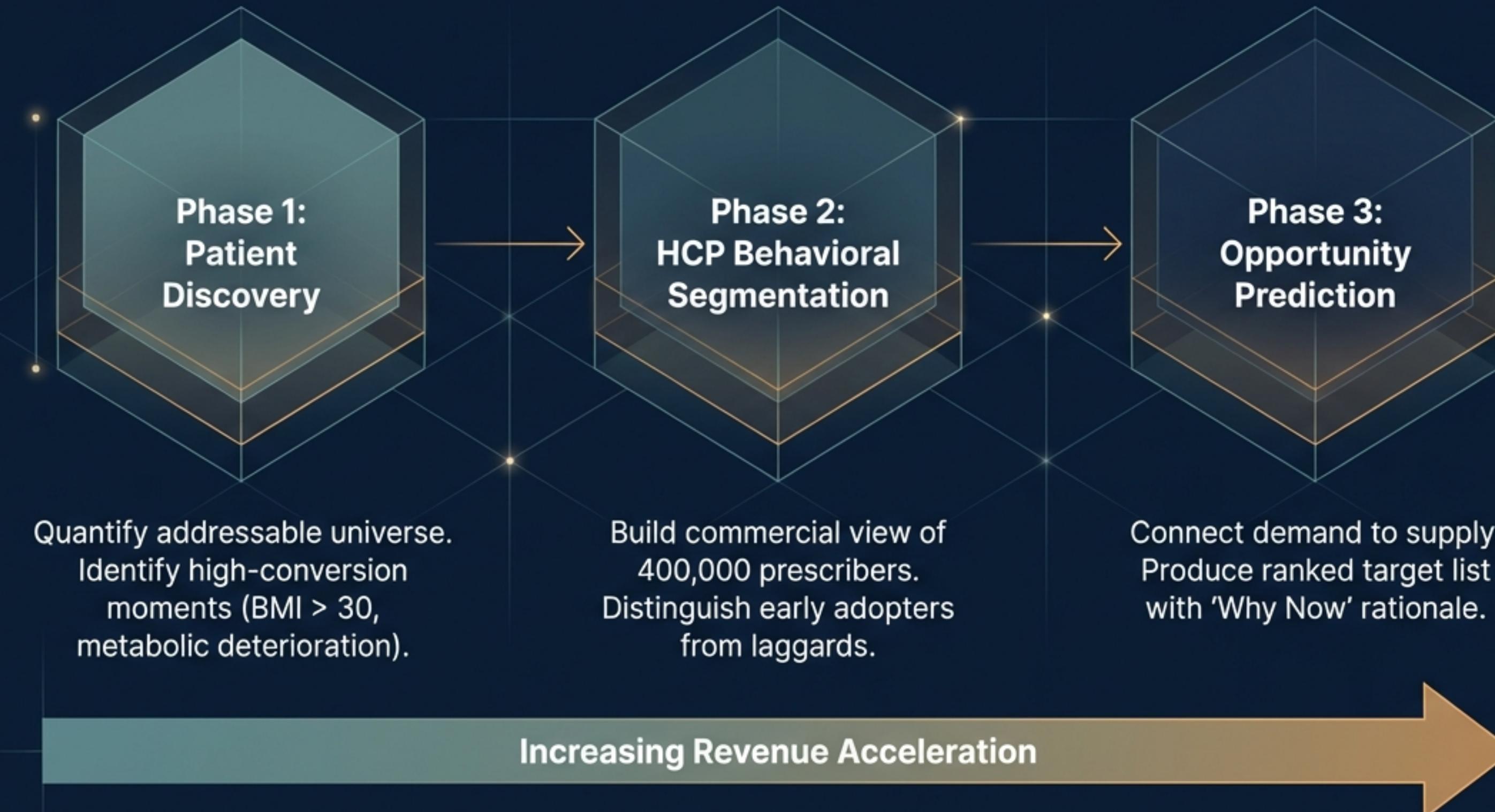
Rise of ‘TrumpRx’ and LillyDirect creating invisible high-volume writers.

We cannot simply target high-volume writers; we must identify physicians with the ‘Behavioral DNA’ for innovation.

The Paradigm Shift: From Reporting to Prediction

Descriptive (Traditional) Model	Strategic Value Shift	Predictive (Project Beacon) Model
Primary Metric: Historical prescription volume (Deciles)		Primary Metric: Predicted 90-day adoption likelihood
Data Scope: Static pharmacy fill data		Data Scope: Triangulated claims, EHR
Data Scope: Static pharmacy fill data		Data Scope: Triangulated claims, EHR, and behavioral logs
Market Context: Assumes stable conditions		Market Context: Incorporates shortages, Medicare Part D, and DTC shifts
HCP Insight: What the doctor did		HCP Insight: Why the doctor will act
Actionability: Reactive resource allocation		Actionability: Proactive, prescriptive field engagement

Solution Architecture: A Three-Phase ML Approach



Methodology: The ‘Learning from Analogues’ Framework

Simulating history to predict the future.

Model 1:
Category Creation

Analog: Wegovy

Signal: Risk Appetite

Insight: Identifies innovation-forward HCPs.

Model 2:
Switching Dynamics

Analog: Zepbound

Signal: Efficacy
Sensitivity

Insight: Captures HCPs migrating patients for better outcomes.

Model 3:
Disruption

Analog: Orforglipron (2026)

Signal: Convenience / Oral Preference

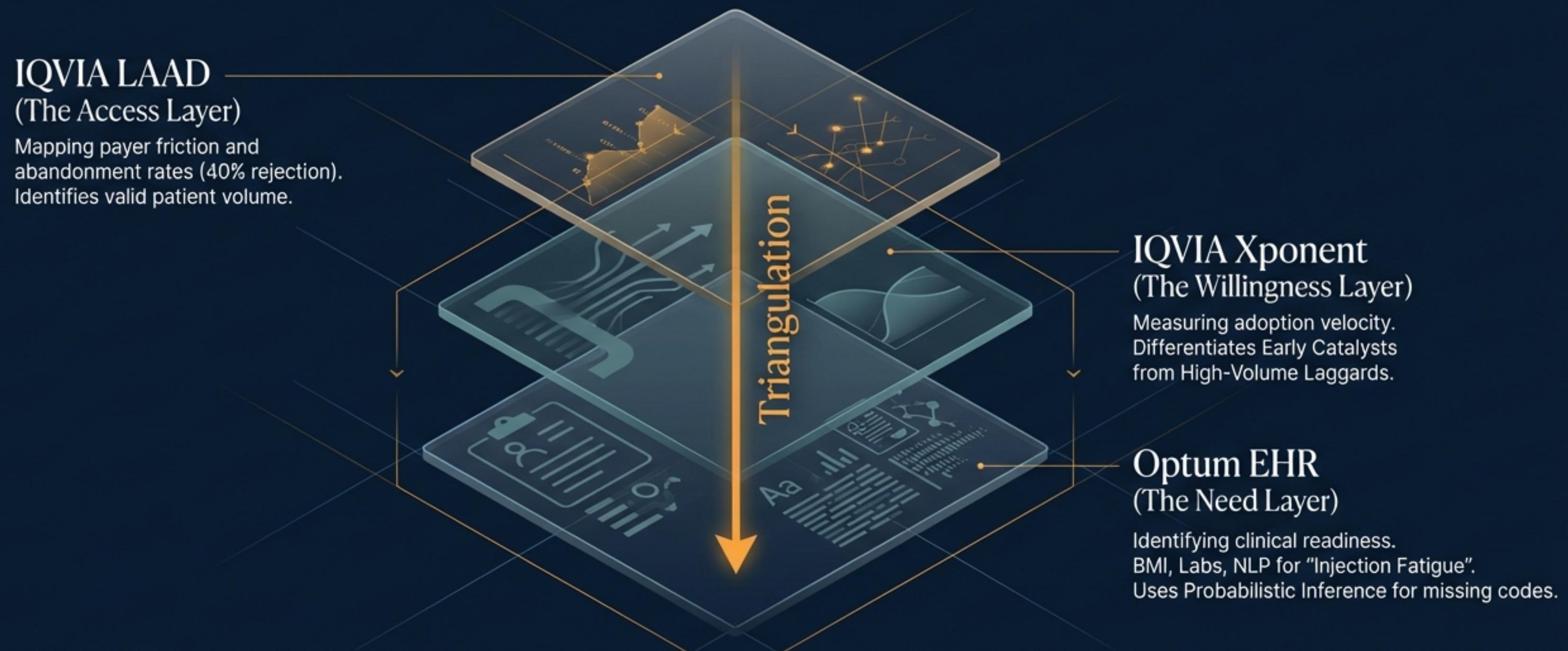
Insight: Identifies HCPs sensitive to injection fatigue.



**Combined Intelligence =
Predicted Maritime Adoption
(Maintenance Focus)**

Data Strategy: Triangulating Truth

Why one data source isn't enough.



Identifying the Archetypes of Adoption

Archetype:
The Early Catalyst



Behavior:
Innovation-Forward.
Rapidly adopts new tech.



Signal:
First 90-day writer for
Wegovy & Zepbound.

Strategy:
Target with early trial data
& speaker programs.

Archetype:
The Utility Switcher



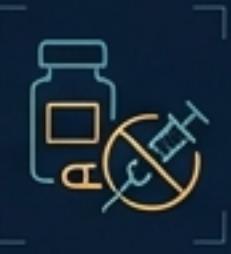
Behavior:
Efficacy-Driven. Moves
patients for better outcomes.



Signal:
High patient turnover between
GLP-1 brands.

Strategy:
“Convenience + Efficacy”
messaging.

Archetype:
The Convenience Seeker



Behavior:
Lifestyle-Focused.
Prioritizes ease of use.



Signal:
High volume of oral scripts;
“needle aversion” in panel.

Strategy:
Education on Maritide dosing
frequency.

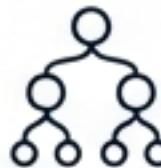
Technical Deep Dive: Advanced Analytics with Explainability

The Engine



Unsupervised Clustering:

Grouping 400k physicians by adoption behavior, not geography.



XGBoost (Gradient-Boosted Trees):

High-accuracy scoring of adoption likelihood.

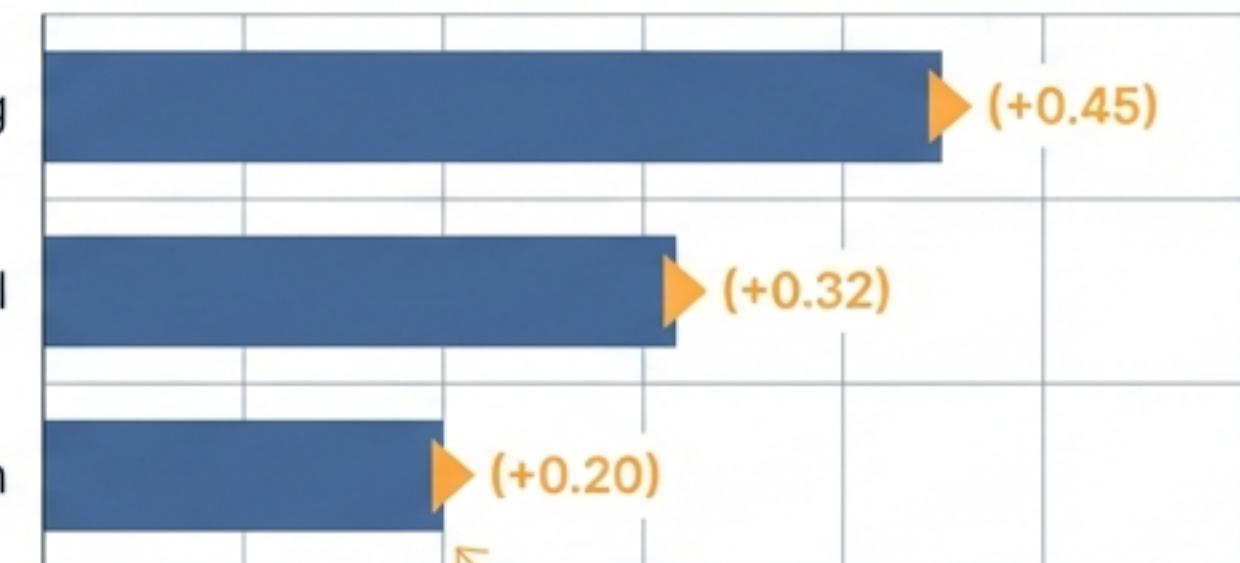
The “Glass Box” Explainability

High Zepbound Switching

Metabolic Deterioration in Panel

History of Oral Adoption

Example SHAP Contribution Analysis



We don't just give a score; we give a reason.

The ‘Lighthouse’ Pilot: Orforglipron Validation

Proving the model by simulating the 2026 competitor launch.



Target Accuracy: 60% Initial → 80% Post-Calibration

Model performance improvement following initial real-world data ingestion and recalibration against Orforglipron launch data.

Accounting for External Catalysts

The model adapts to pricing shocks and Medicare expansion.

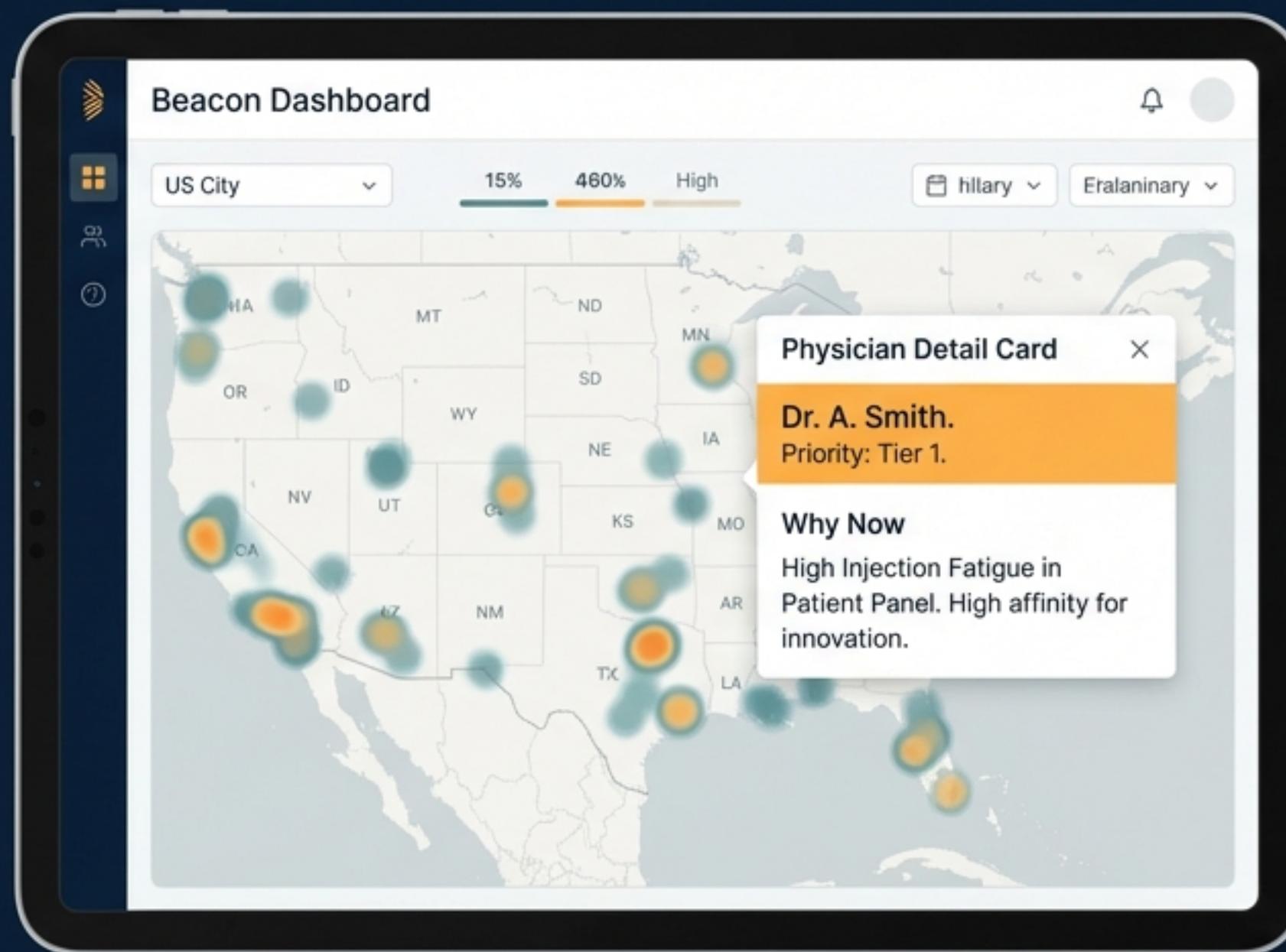
Channel	Est. Monthly Cost	Model Impact
Medicare Part D (Pilot starts April 1, 2026)	\$245 (Capped)	Identify HCPs with high Medicare-eligible patient skew.
TrumpRx.gov (Cash Pay)	\$350	Track non-traditional adoption signals outside PBMs.
LillyDirect (DTC Oral)	\$149 (Start Dose)	Monitor telehealth-friendly physicians.

Timeline to Actionable Intelligence



Equipped for Launch Excellence

Delivering actionable intelligence to the field.



Use Cases:

- Field Force: Prioritized routing based on 'Why Now' rationale.
- Marketing: Segment-specific messaging (Convenience vs. Efficacy).
- Strategy: Identification of new KOLs leading the oral wave.

Immediate Mobilization Plan

1. Immediate Actions

- Secure TPA Access: Optum, IQVIA LAAD, Xponent.
- Align Protocol: C4 Center for Research data sharing.
- Schedule Market Definition Workshop.

2. Key Workshop Decision

- Adoption Window: 90-day (Innovator) vs. 180-day?
- Hypothesis: Defining 'Action Moments' in patient journey.

3. Governance

- Bi-weekly progress reviews with Steering Committee.

Securing the Future of the Portfolio



Project Beacon transitions Amgen from reacting to market shifts to **anticipating them**.

By learning from the Orforglipron launch in 2026, we ensure Maritide captures the **Maintenance market from Day 1**.

Ready for Mobilization.