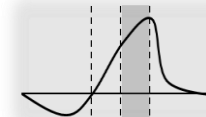


Portfolio Analysis Identifies Growth Opportunity's



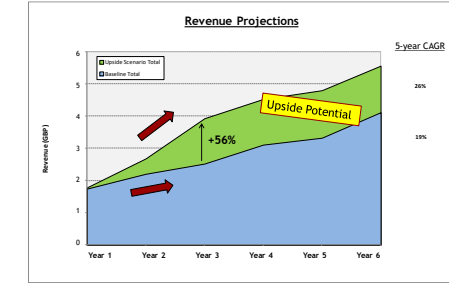
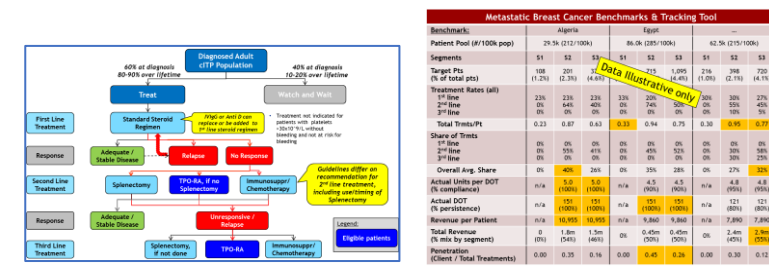
A systematic patient flow-based analysis of the regional Oncology portfolio ID's growth opportunities and generates consensus on 56% higher growth projections

Challenge / Opportunity:

- Significant variation in teams' oncology experience across the MEA region
- Conservative and very different revenue forecasts across countries – unexplained to the regional management
- Expectation for more aggressive growth with a clear plan for where growth can be generated in each market
- Foster regional learning and bring all teams to a higher standard re. market analysis and planning

Our Approach:

- Development of four patient flow models – customized not only to oncology, but each indication (to replace existing, generic models)
- Desk research across 4 markets to populate models and calibrate with real data – collaboration with local marketing teams to identify country specific differences
- Teaching workshop to train teams on market analysis, compare performance, and develop country specific growth strategies
- Consensus building on future revenue projections – allowing regional manager to challenge teams based on sound data and real benchmarks



Results:

- Introduced and trained regional marketing teams to conduct patient flow analyses to understand their market opportunities
- Identified growth levers across 4 countries and 4 indications → highlight common opportunities for regional support and local priorities for individual countries to focus on
- Ultimately increased the consensus forecast for the region by 56% vs. prior forecast with the full support of each local team and a clear game plan of how to achieve the higher growth targets