

How Is COVID-19 Affecting Drug Launches?

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Introduction

Cytokinetics is looking to launch their first drug to market with Phase III data expected Q4 2020. As COVID-19 disrupts much of our normalcy, it is important to analyze its potential effect on the launch of *Omecamtiv Mecarbil*.

Cytokinetics

Cytokinetics is a late stage biopharmaceutical company discovering, developing, and commercializing muscle activators and inhibitors.

Omecamtiv Mecarbil (OM)

OM is a cardiac myosin activator for the potential treatment of Heart Failure with Reduced Ejection Fraction. OM is being developed under the collaboration of Amgen and Cytokinetics.

Methodology

Primary Research

- Interview CK employees and KGI professors to understand how COVID-19 is impacting their specialty

Secondary Research

- Weekly consulting reports to assess how COVID is impacting pharma industry
- Research recent commercial launches

Name	Product Launch Date	Therapeutic Indication	Result	Impact
Zeposia (BMS)	March 26 th 2020	MS	Soft Launch	Virtual initial consults, screening via in-home visits for commercially insured, direct shipment of 1 st month dosage (no cost to patient)
Ogentys (Neurocrine)	April 27 th 2020	Parkinson's	Delayed	Official launch a year later
Ubrelvy (Allergan) & Nurtec (Biohaven)	December 23 rd 2020	Migraine	Advertisement changes	Competitive migraine medications launch DTC and Telemedicine adds early (3 months in vs. same month)
Trodrelvy (Immunomedics)	April 29 th 2020	Metastatic Breast Cancer	Digital presence	Website, virtual speaker training, patient hub, HCP campaign, patient education campaign
Rubraca (Clovis)	Supplemental NDA – May 15 th 2020	BRCA Ovarian Cancer	Virtual sales force	Launch resource collateral, Zoom tech training, HCP streaming, from print to digital media
Skyrizi & Rinvoq (AbbVie)	April 23 rd 2019 & August 2019	Rheumatoid arthritis	Market Access	Prompts whether customers have experienced hardships due to COVID

How COVID-19 is Affecting Pharmaceutical Industry?

- Decreased In-Person Sales Representatives
- Increased Telemedicine
- Stockpiling Effect
- Decreased Elective Procedures
- Decreased Patient Visits

Recommendations

- **Hiring:** Adaptable, tech savvy, prior online sales experience
- **Training:** Research what online platforms physicians / contract sales organizations are using to train reps in and ways to customize it
- **Telemedicine:** Use virtual health tools to enable broader range of engagement between sales force and patient / physician relationship

Two Additional Projects

1. Organize Key Opinion Leaders (KOLs) and Centers of Excellence (COEs) in a centralized database
2. Research and prepare presentation on ALS advocacy centers to identify patients / customers and potential partners

Acknowledgments

I would like to thank Cytokinetics and the Commercial team for their continuous support and an amazing learning experience this summer.