# Developing a diagnostics strategy to support EMEA launch and commercialization of a global biopharma's targeted first-in-class oncology asset



## **Client Challenge**

The client, a global biopharma company, is expanding its precision medicine portfolio with the upcoming launch of a first-in-class oncology therapy targeting a rare, complex genomic biomarker and sought KPMG's help in developing the overarching EMEA diagnostics strategy for the drug

**Project Phases** 

### **Conducted an in-depth and comprehensive analysis** on research and activities that the client had completed to-date in order to identify key gaps that needed to be addressed in order to execute a seamless launch

**Conducted in-depth primary and secondary research** on three recent EMEA oncology launch analogues to capture key learnings and best practices relevant to the client's diagnostic and drug **Facilitated a multi-functional client workshop** to discuss key findings from the gap analysis and analogues and began developing the overarching EMEA Dx strategy to support launch and commercialization **Developed an in-depth final report** outlining the strategies to deploy in order to maximize uptake of the diagnostic, and the critical tactical steps required in the next 6 months that the client needed to execute against



Detailed gap analysis of research and analysis conducted to-date and implications for the client's go-tomarket Dx strategy



A comprehensive analogue assessment of prior CDx launches, including best practices and lessons learned relevant to the client



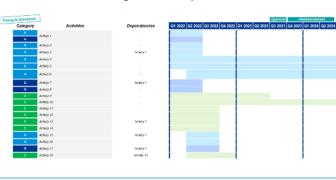
A strategic roadmap for PM launch leadership, centered around areas such as partnerships, testing availability, and overall access and adoption of the client's diagnostic

Gap	Ana	lvsis
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Category	Key Workstreams / Research	Completed / Ongoing	Planned	Gap
Epidemiology	Workstream A	1		
	Workstream B	×		
	Workstream C		4	
Treatment Landscape	Workstream A	×		
	Workstream B			~
	- Workstream C			
	Workstream D		~	
	Workstream E	1		
Competitive Landscape	Workstream A	×		
	Workstream B			√
	Workstream C			V
Strategic Considerations	Workstream A		×	
	Workstneam B			1



## Dx Strategic Roadmap Framework



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