

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

Outcome For The Client



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

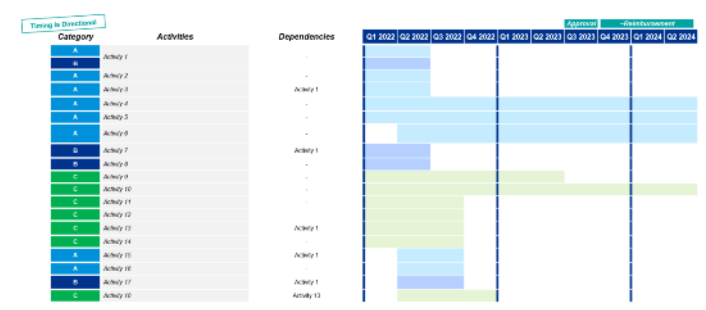
Gap Analysis

Category	Key Workstreams / Research	Completed / Ongoing	Planned	Gap
Epidemiology	• Workstream A	✓		
	• Workstream B	✓		
	• Workstream C		✓	
Treatment Landscape	• Workstream A	✓		
	• Workstream B			✓
	• Workstream C	✓		
	• Workstream D		✓	
	• Workstream E	✓		
Competitive Landscape	• Workstream A	✓		
	• Workstream B			✓
	• Workstream C			✓
Strategic Considerations	• Workstream A		✓	
	• Workstream B			✓

Analogue Assessment Best Practices



Dx Strategic Roadmap Framework



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