



With a small target audience of less than 200,000 potential patients, orphan drug manufacturers must master data to uncover insights that will help identify and reach patients.



A RANGE OF CHALLENGES HINDER ORPHAN DRUG MANUFACTURERS' DATA MANAGEMENT EFFORTS



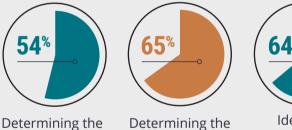
Cite a lack of **resources** and capabilities

Cite inadequate **data** management partners or vendors

Cite a lack of **communication between departments**



TOP CHALLENGES IN FORECASTING



Determining the product's time to peak



Identifying market or patient share

50% Report their of reps feel the compensation reflective of

Report their companies' sales reps feel **the incentive compensation plan is not reflective of their performance**

addressable

patient population

IF THE PLAN DOES NOT ALIGN WITH REPS' DAY-TO-DAY REALITIES OR REWARD PERFORMANCE PROPERLY, **THEY'LL LOSE MOTIVATION, AND THE COMPANY WILL SEE HIGHER TURNOVER.** FOR ORPHAN DRUG MANUFACTURERS, A HYBRID PLAN CAN OFFER VALUABLE FLEXIBILITY



Yet only 27% **use hybrid plans**

Source: 2021 Orphan Drug Commercialization Report from Beghou Consulting



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