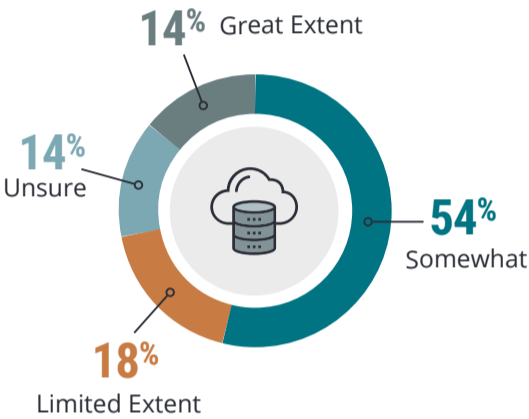


SECURING THE DATA ADVANTAGE

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.

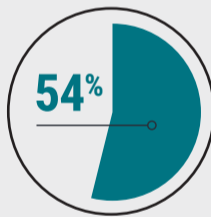
TO WHAT EXTENT ARE DATA MANAGEMENT EFFORTS SUCCESSFUL?



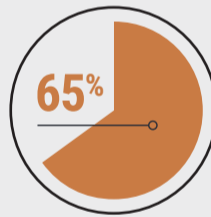
A RANGE OF CHALLENGES HINDER ORPHAN DRUG MANUFACTURERS' DATA MANAGEMENT EFFORTS



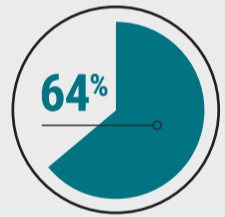
TOP CHALLENGES IN FORECASTING



Determining the **addressable patient population**



Determining the **product's time to peak**



Identifying **market or patient share**

50% Report their companies' sales reps feel **the incentive compensation plan is not reflective of their performance**

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**



Source: 2021 Orphan Drug Commercialization Report from Beghou Consulting