

# Unlocking Success: Navigating a Large Community Account with Multiple Sites

Heather Grove  
Account Manager  
- Hematology



Korin Seavey  
Account Manager  
- Hematology



## Account Information



- Large Multisite Community Account
- GPO: Unity/McKesson/USO
- On Pathway-Preferred BTKi-All indications
- 52 APP's

### 19 Locations

Aurora, Boulder, Burlington, Canon City, Castle Rock, Centennial, Colorado Springs - Penrose Pavilion, Colorado Springs - St. Peregrine Pavilion, Denver - Midtown, Denver - Rose Medical Center Campus, Englewood - Swedish Medical Center, La Junta, Lakewood, Littleton, Lone Tree - Sky Ridge Medical Center, Longmont, Pueblo, Steamboat Springs, Thornton

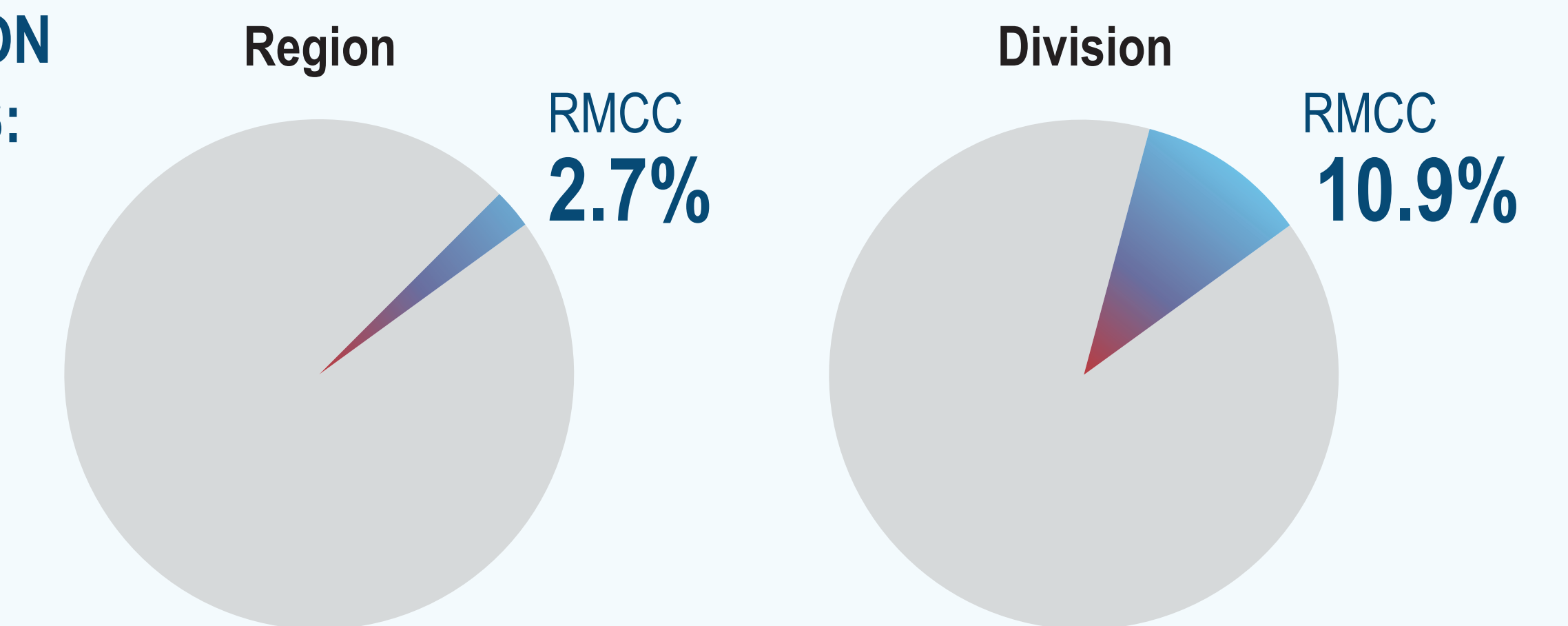
### 57 Physicians



### CROSS-FUNCTIONAL PARTNERS

Jill Fitch - NAD  
Kelly Terrill - FMD  
Vanessa Hornyak - CET  
Justin Sumner - CAD  
Patty Laster - FMA  
Gary Skillett - DSM  
Brad Runge - RSD

### CONTRIBUTION OF BUSINESS:



## Account Challenges

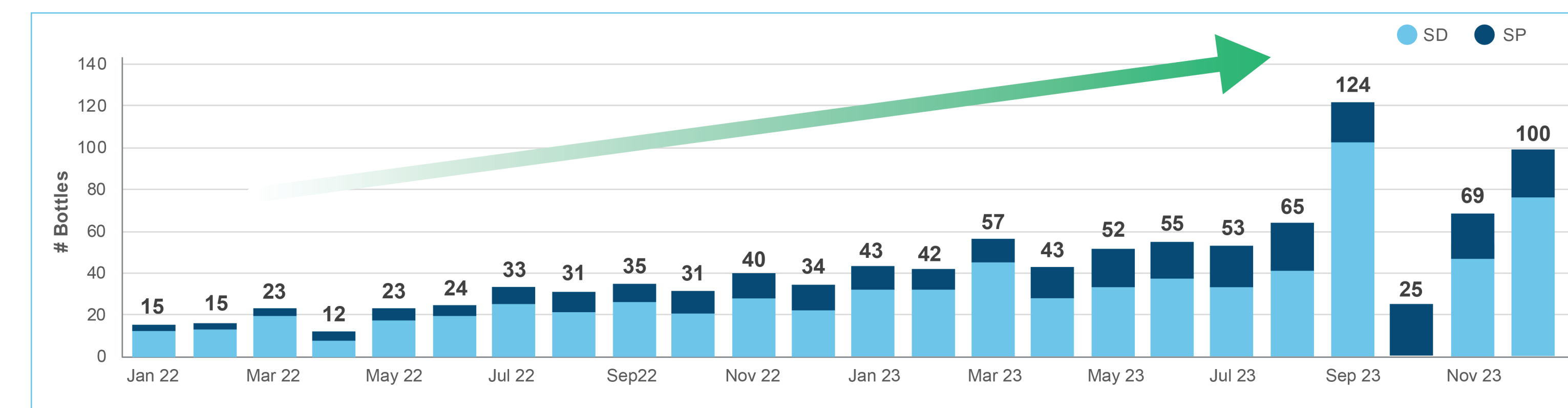
- 1 Access
- 2 Pathway
- 3 acalabrutinib Use Monotherapy & Combination
- 4 Clinical Trials



## Account Solutions

- 1 NAD/IDN & Health Systems Coordination
- 2 Andorsky ClinPath with CET
- 3 Live Conferences
- 4 BeiGene Sponsorship Program
- 5 Breadth of Prescribers
- 6 Voucher Program

### LTD BRU SP/SD BOTTLES TREND (QTD BOTTLES PURCHASED: 69)



January 2022 TOTAL Brukinsa purchases = 15  
Total SD Brukinsa purchases: 12  
Total SP Brukinsa purchases: 3

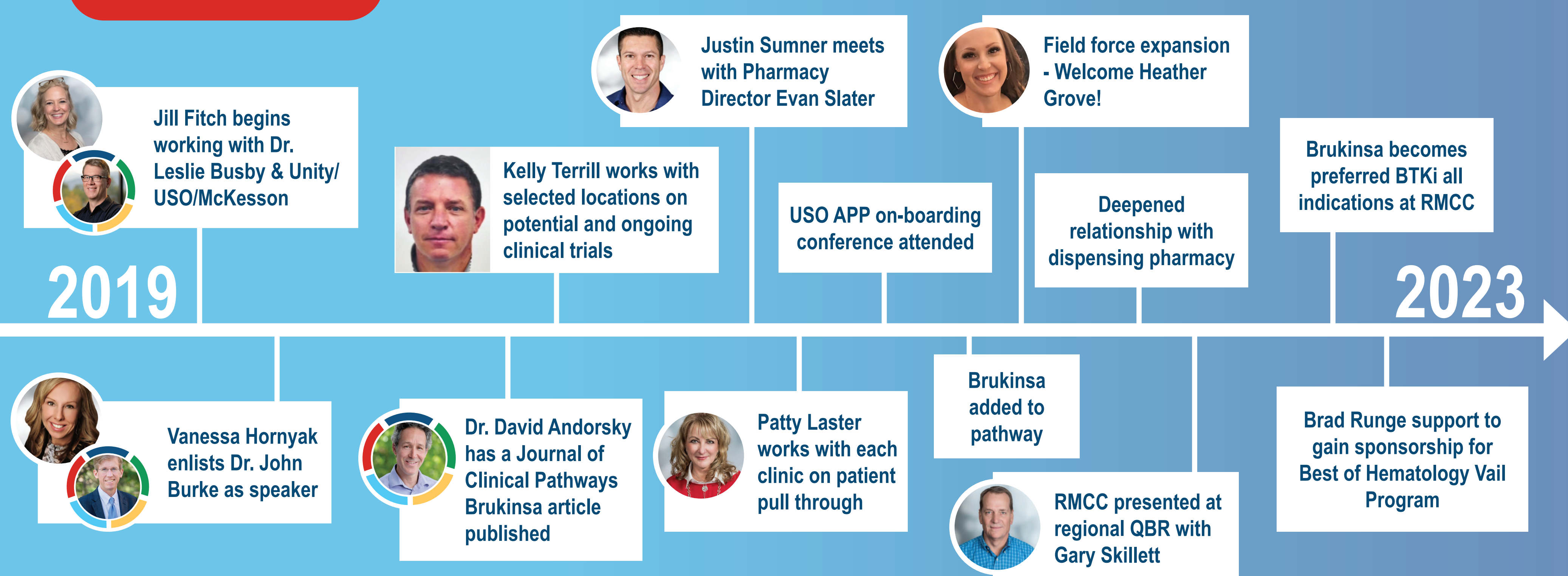
January 2023 TOTAL Brukinsa purchases = 100  
Total SD Brukinsa purchases: 77  
Total SP Brukinsa purchases: 23

BRU Performance  
QTD BRU Bottles (SP/SD):  
Last BRU Util. Date (SP/SD): 02/05/2024

BTKi Bottles & % Market Share  
R12M/R3M ending 12/2023

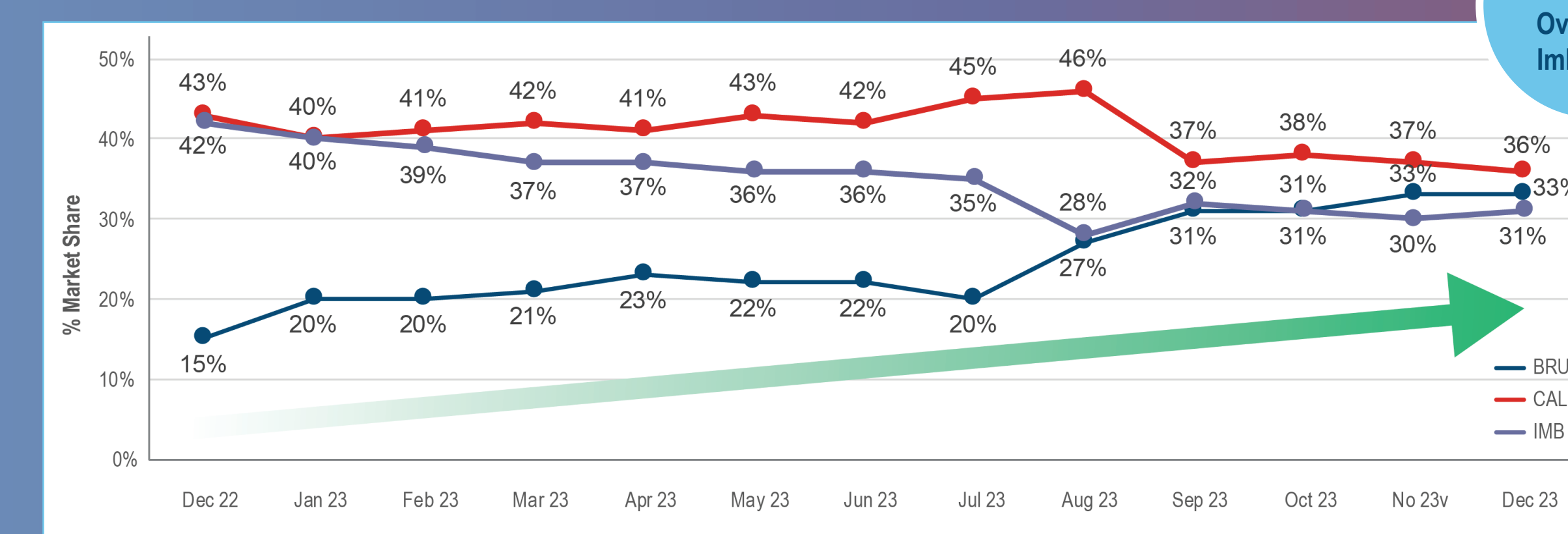
	Total	BRU	CAL	IMB
R12M	3,369	25%	41%	34%
R6M	1,660	29%	40%	31%
R3M	808	32%	37%	31%
R3M Share Change	-	6%	-6%	-1%

## Results



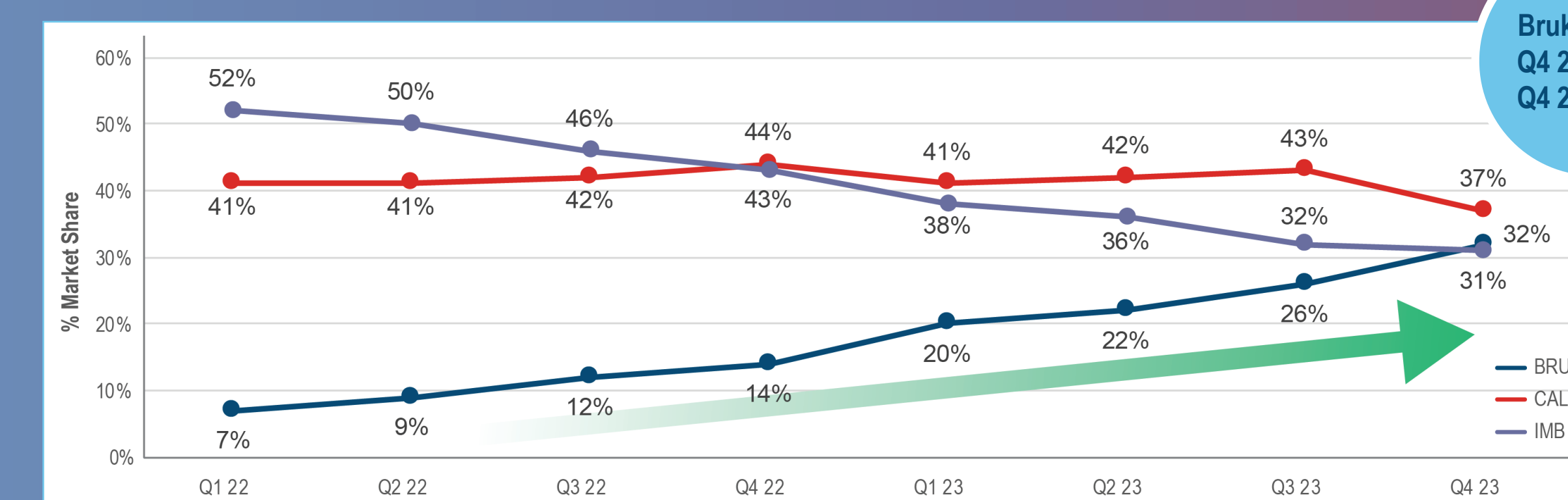
### TIMELINE

### RMCC BTKi VOLUME SHARE: MONTHLY



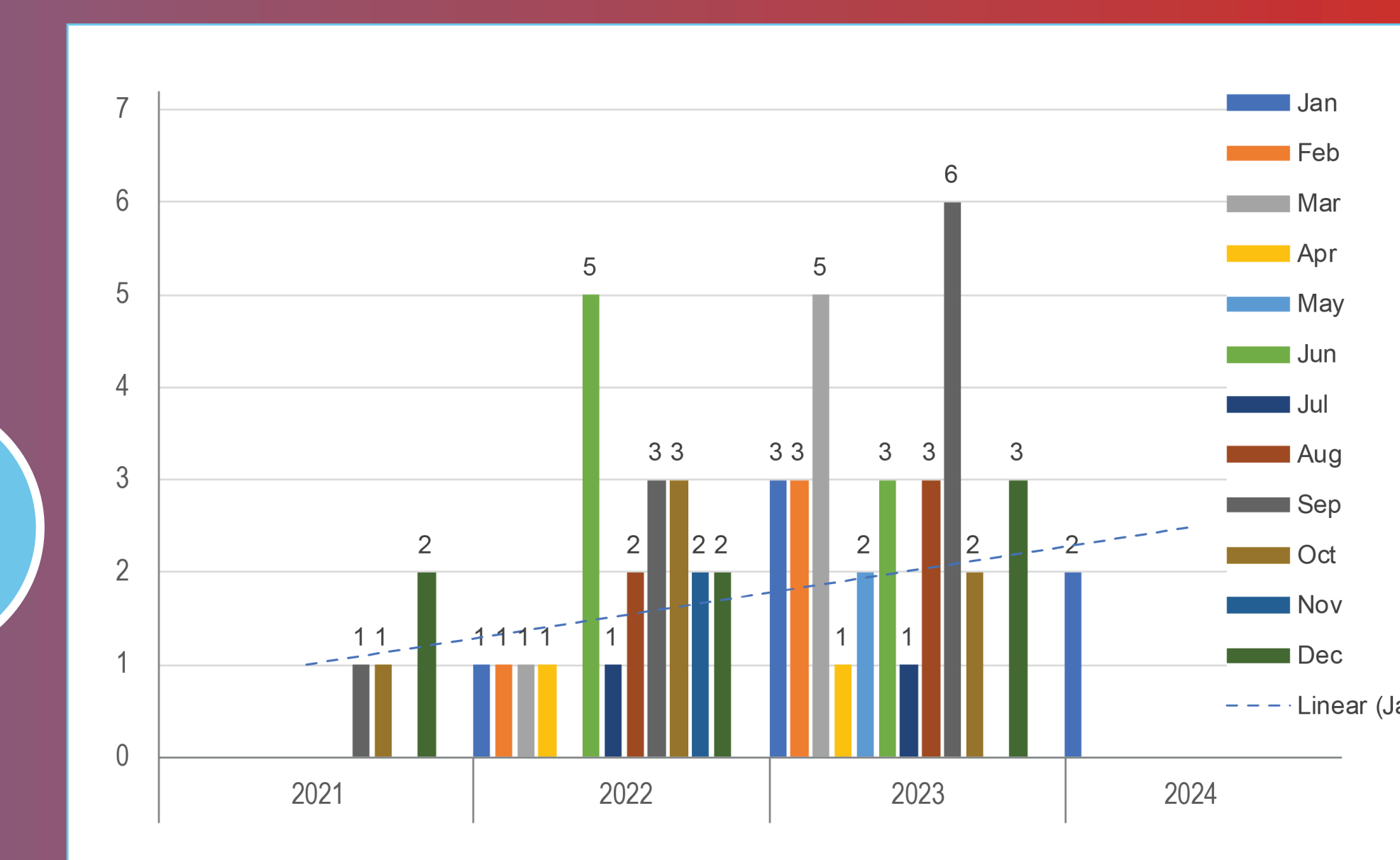
NOV 2023 Brukinsa Overtakes Imbruvica

### RMCC BTKi VOLUME SHARE: QUARTERLY



Brukinsa MS Q4 2022 14% Q4 2023 31%

### RMCC VOUCHER UTILIZATION



# Navigating Success: Transitioning from ibrutinib to Brukinsa

Abigail Houck  
Account Manager - Hematology



## Account Information



**19 Cancer Institute campus locations**  
(one of the largest cancer care providers in Florida)

**Bone Marrow Transplant (BMT) Center**  
(performing more than 100 adult BMT per year)

**One of most active clinical trial sites in the state of Florida** (collaborates with Moffitt)

**56 Providers**



**8 Outpatient Pharmacies**

**SD/SP business**

**340b/SAN**

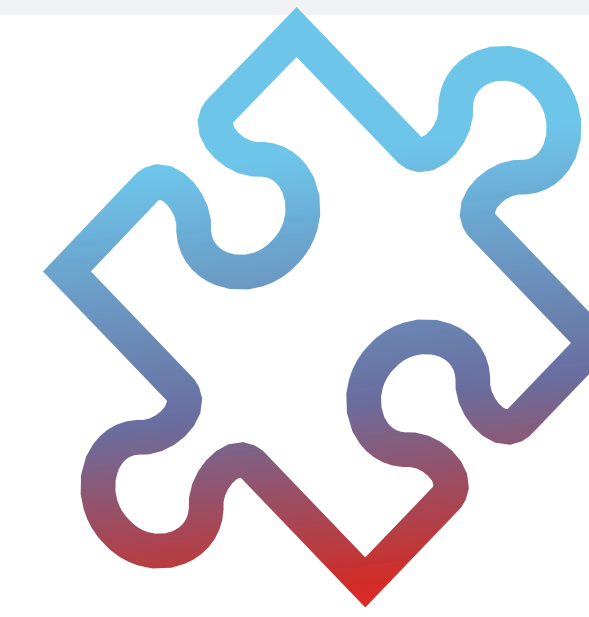
### CROSS-FUNCTIONAL PARTNERS

Susan Pasquali - FMD  
Vince Perera - FMA  
Mark Campbell - CET  
Dave Elliott - CAD  
Michelle Nunez - District Manager  
Andre Davis - Regional Sales Director

## Account Challenges

- No access account**  
Closed access for industry, firewall for emails
- No sub specialties for hematology**  
Getting information to the correct provider is challenging

- Perception of cost**  
340b, SAN, SD/SP
- Location challenges**  
Communication between physician locations and pharmacy' breakdown
- Imbruvica loyalist**  
Competitor speaker



## Account Solutions

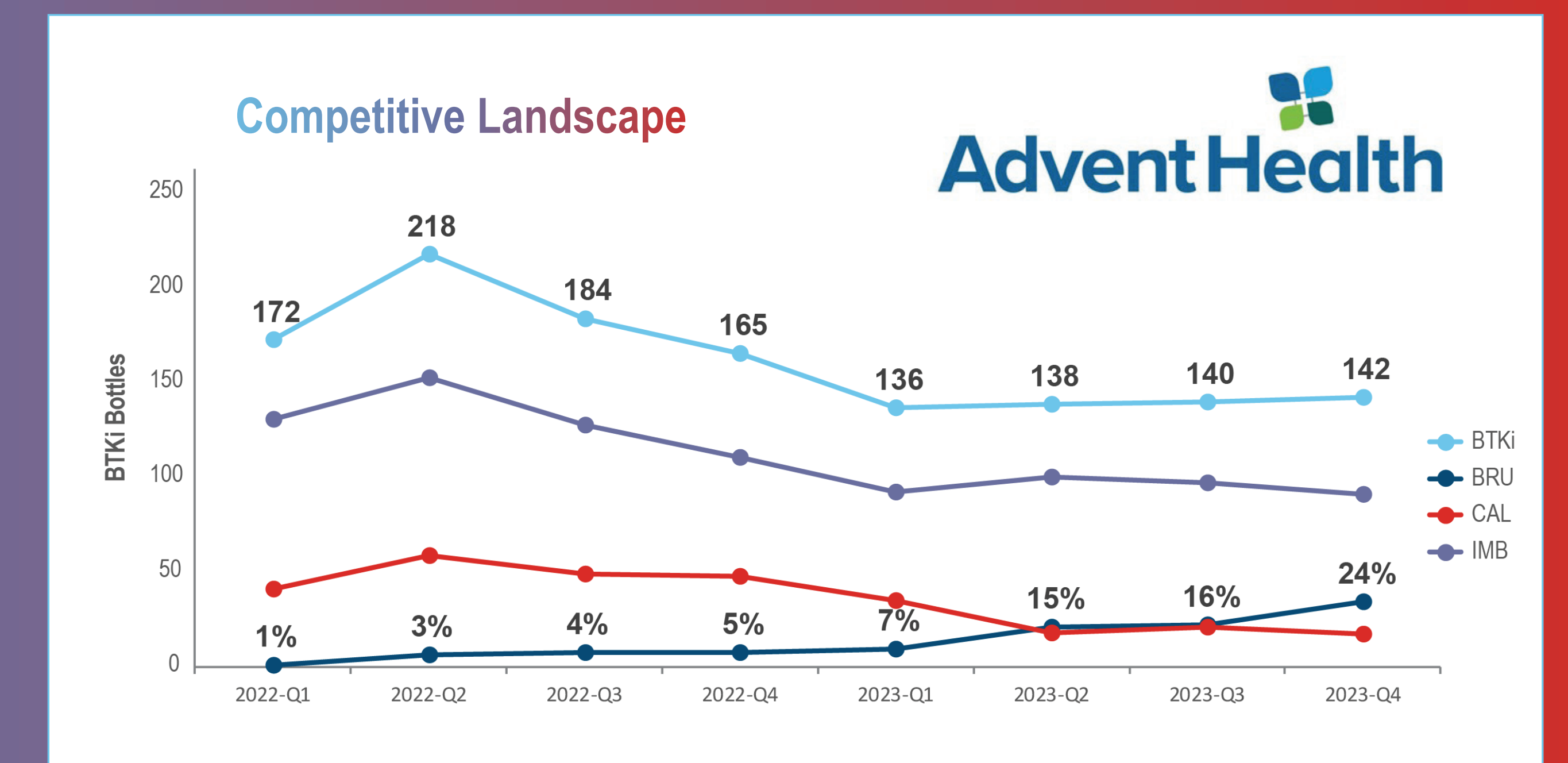
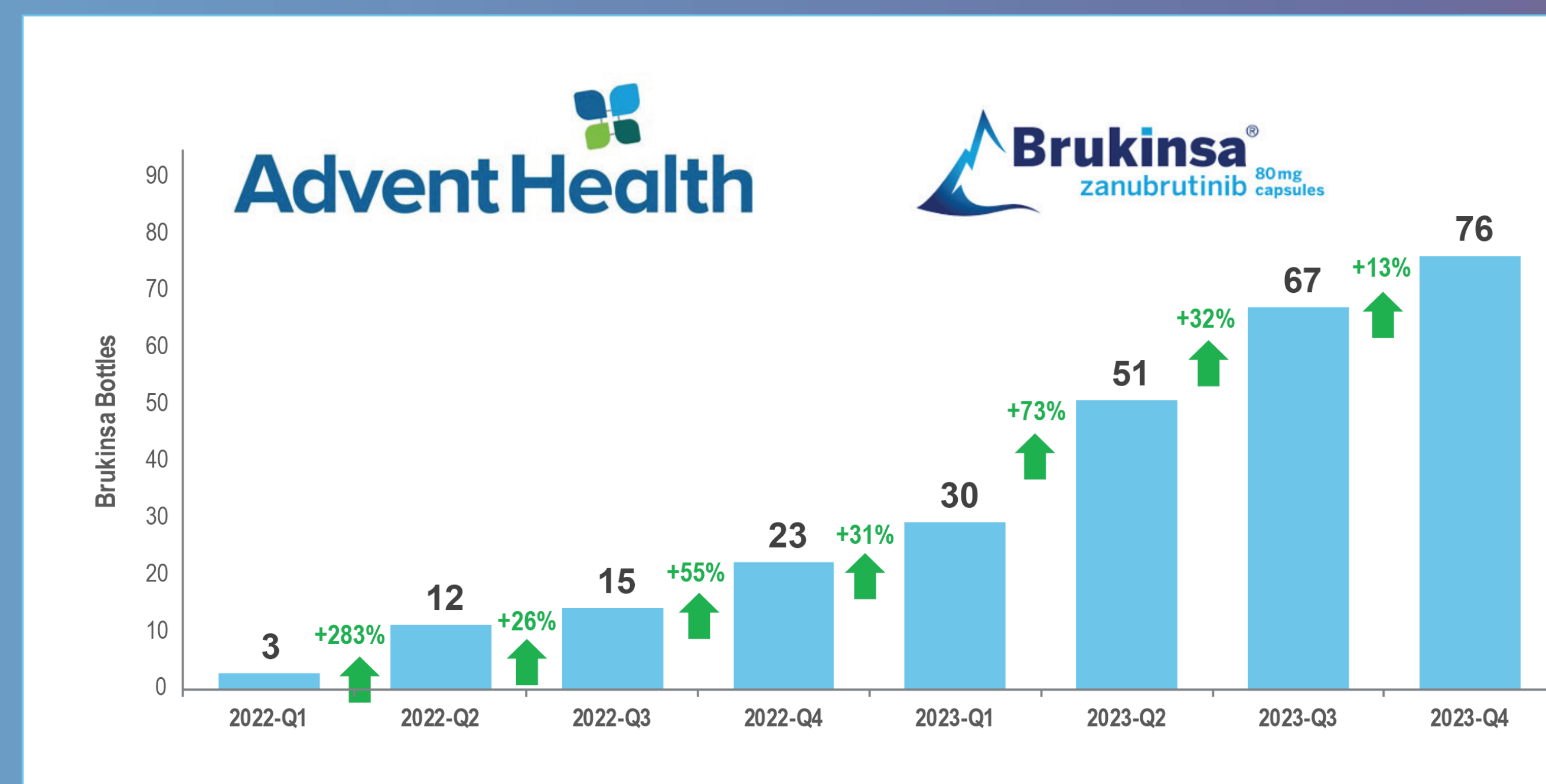
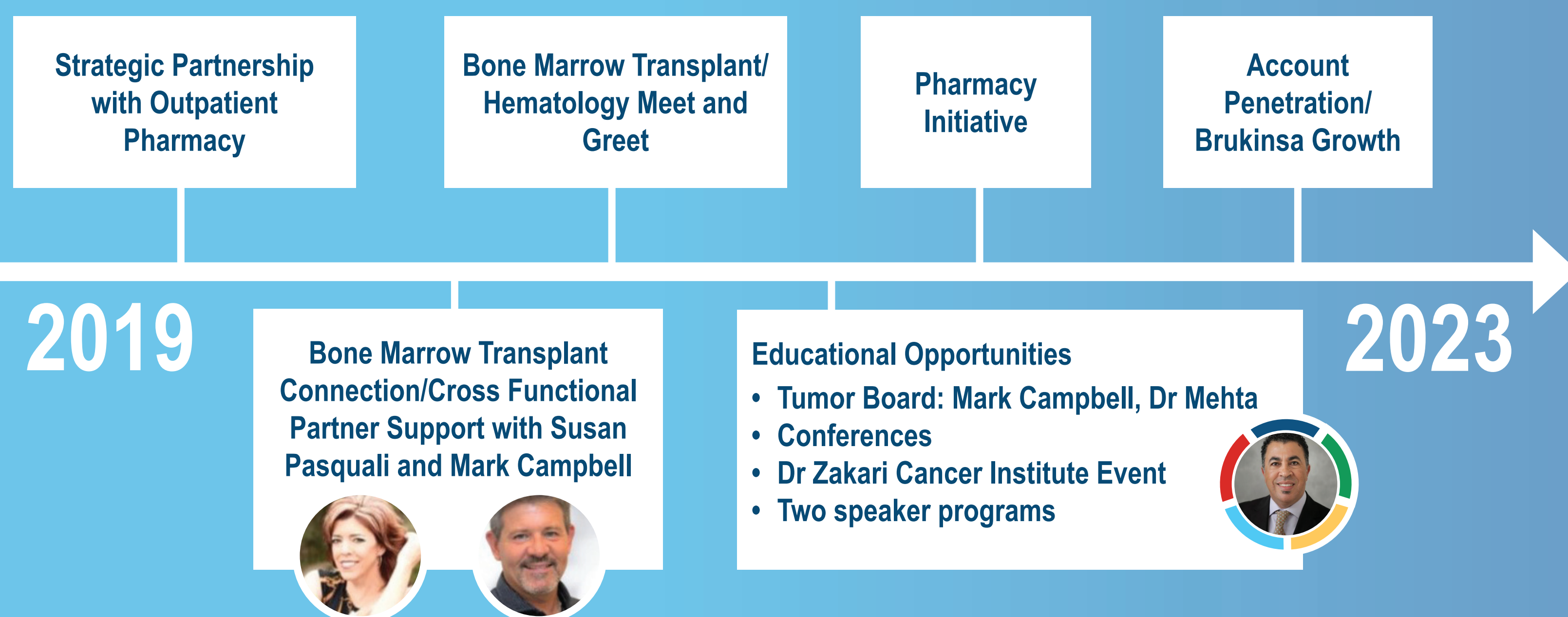
- Strategic partnerships**
- Creative approach**  
Account access

- Cross functional support**  
Mark Campbell, Susan Pasquali, Vince Perera
- Educational opportunities**  
Speaker programs, conference attendance, provider clinical interests, pharmacy education
- Brukinsa as the solution**  
Brukinsa Study 215



## Results

### TIMELINE



# Collaboration Leading to Maximization of Sales: An Academic Account Success

Marcus Luna  
Account Manager  
- Hematology



Paul Fletcher  
Account Manager  
- Hematology



## Account Information



- The New York-Presbyterian Hospital is a nonprofit Academic Medical Center.
- Comprised of two distinct medical centers, Columbia University Irving Medical Center and Weill Cornell Medical Center, both located in Manhattan, NY.
- It is one of the largest hospitals in the world comprising of 13 sites.
- One Specialty Pharmacy (SP) located in Queens, NY fills all specialty oral Hem/Onc medications for the system.

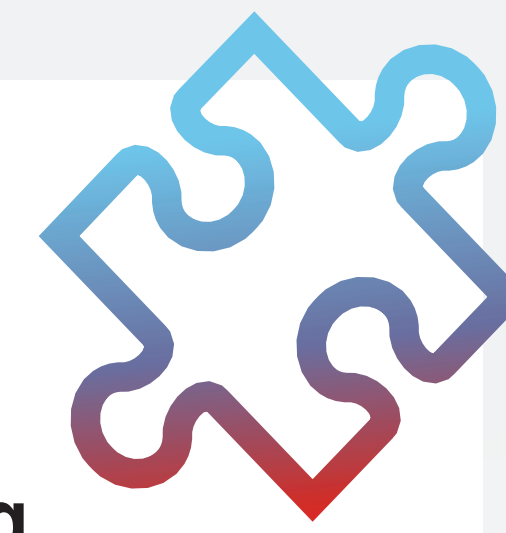
### KOLs

Richard Furman, MD | John Allan, MD  
Perry Cole Cook, MD | Nicole LaManna, MD

### CROSS-FUNCTIONAL PARTNERS

- Alex Pederson: Associate Director, Regional Marketing
- Branka Stancevic-Khoury: Senior Director, Regional Marketing East
- Reid Harris: National Director, Corporate Accounts
- Ryan Rivera: Corporate Account Director, Northeast
- Nord Bathon: Director, Field Market Access
- Nancy Driscoll: Field Medical Director
- Stacey Salerno: District Sales Manager, TriState
- Hoa Pham: Senior HEOR Field Director
- Liz Feldman, Celeste Demitrios, and Lora Misirilioglu: Patient Services & Distribution
- Vince Perera: Director, Field Market Access
- Andrew Sawyer: Regional Sales Director, North Central

## Account Challenges



- Clinical Studies:** CLL 74, WM 30, MCL 50, MZL 34 from competitors and BeiGene
- Fixed-duration treatment, single agent BCL-2 treatment**
- MAIC (Dr. Allan)**
- Third-party SP interfering with dispensing**
- High turnover of third party SP personnel; constant education requirements**
- Access to Hematology/Oncology Fellows**

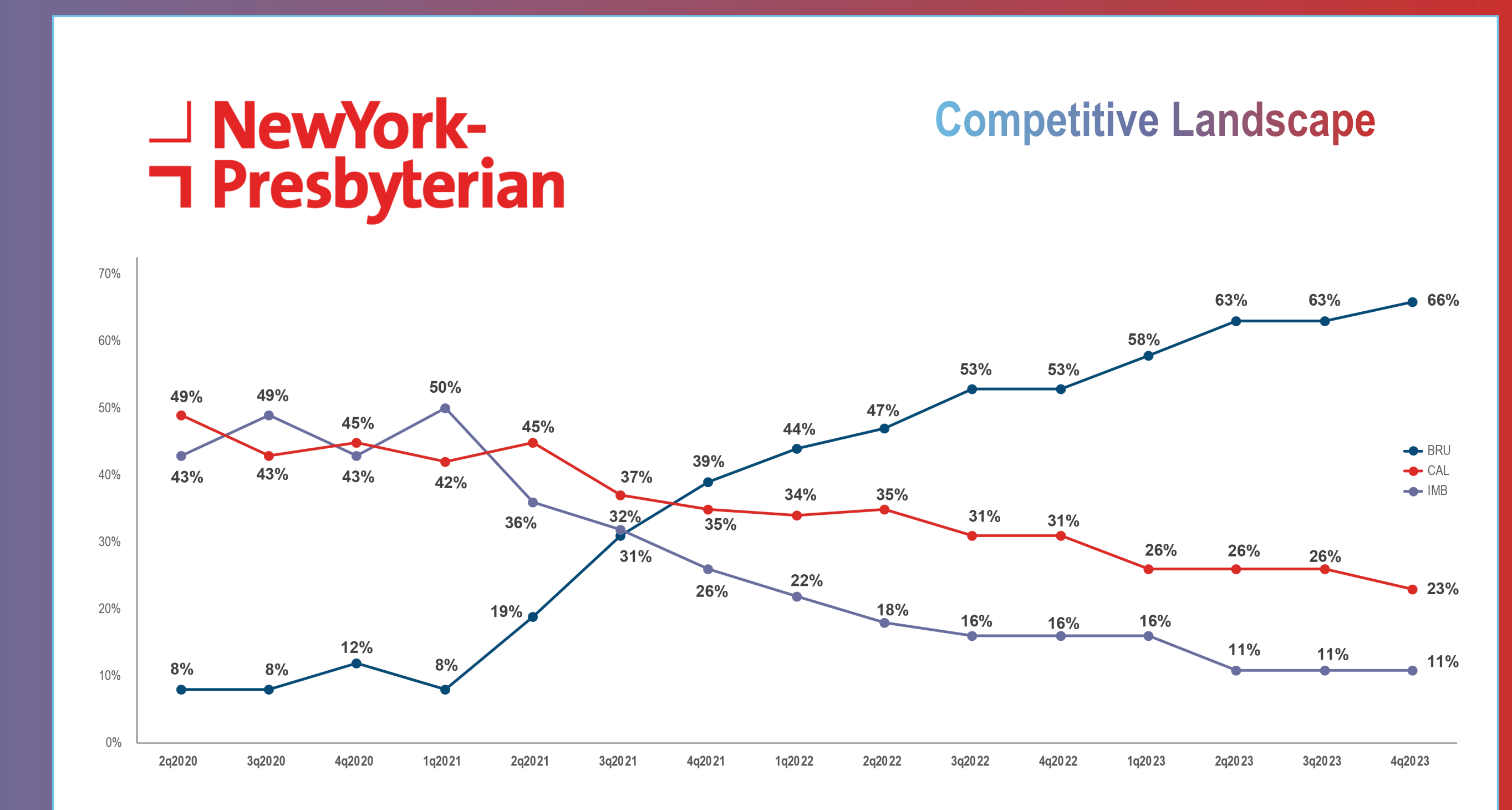
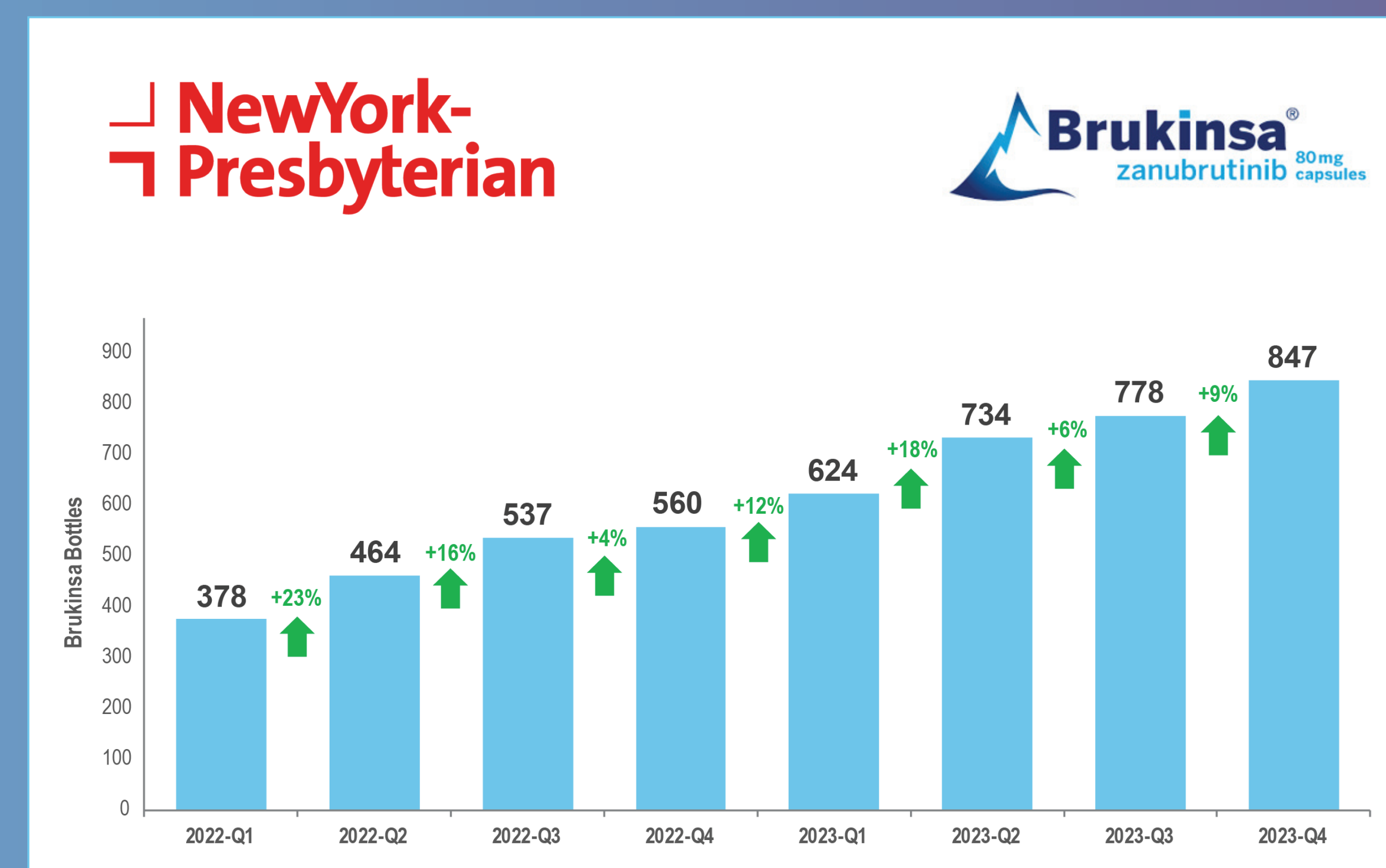
## Account Solutions

- Multiple Corporate Visits:** Jane Huang, John Olyer, Dr. Xiaobin Wu, Yiwei Yu, Mark Riedl, Andrew Sawyer
- Collaboration with CADs, HEOR, CET, FMD, Market Access, Account Managers**
- Ongoing Educational Programs:** Live and virtual from KOLs, Pharmacy, and third-party SP
- Educated customers on BeiGene patient resources:** HUB and myBeiGene program
- Training opportunities for KOLs by CET**
- Access to customers/KOLs by attending conferences (ONS, Pharmacy, LRF, Great Debates, LLM, ASH Highlights)**
- Patient Advocacy Conferences and Events:** Light the Night, Leukemia & Lymphoma Society
- Patient Solutions presentation by BeiGene Patient Services**



## Results

- Developed advocates and **strong partnership** with **multiple** internal cross-functional partners, prescribers, HCPs, and third party specialty pharmacy
- Brukinsa Sales:** Top Volume, continual growth
- Brukinsa Market Share:** **OVER 65%**



# Collaborative Achievement: Success in a Large Community Account Across Multiple Sites

Ania Cramer  
Account Manager  
- Hematology



Margaret Feeney  
Account Manager  
- Hematology



## Account Information

**NORTHSIDE HOSPITAL**  
Northside Hospital Cancer Institute in Georgia

NORTHSIDE HOSPITAL CANCER INSTITUTE  
QCP  
QUALITY CERTIFICATION PROGRAM  
Georgia Cancer Specialists

NORTHSIDE HOSPITAL CANCER INSTITUTE  
DIAGNOSTIC CLINIC

**NORTHSIDE HOSPITAL**  
CANCER INSTITUTE  
BLOOD & MARROW  
TRANSPLANT PROGRAM

**ACC**  
Atlanta Cancer Care  
AFFILIATED WITH  
NORTHSIDE HOSPITAL  
CANCER INSTITUTE

**SUBURBAN**  
HEMATOLOGY-ONCOLOGY  
ASSOCIATES  
AFFILIATED WITH  
NORTHSIDE HOSPITAL  
CANCER INSTITUTE

Large Multisite  
Community Account

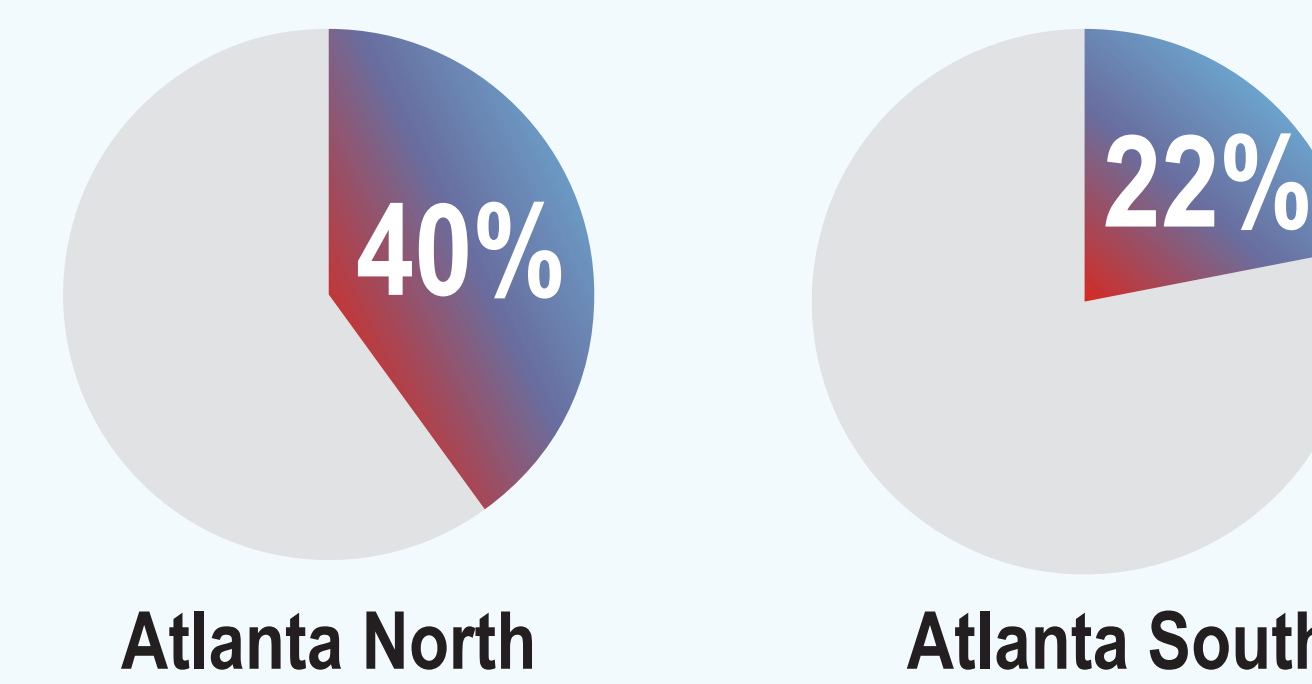
5 different community practices:

40 clinic locations | 87 physicians | 89 APPs

340 B Competitor Advantage

Community-City and rural  
setting with limited/no access

Contribution of Business

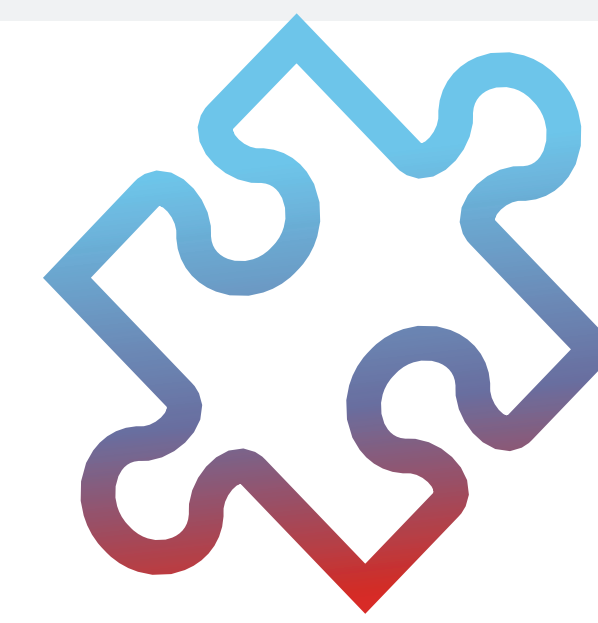


## CROSS-FUNCTIONAL PARTNERS

- Andre Davis - RSD
- Dimitra Patton - DSM
- David Elliott - CAD
- Julie Anderson - FMD
- Mark Campbell - CET
- Celeste Demitrios - Director, Patient Services & Distribution Operations
- Lora Misirioglu - Associate Director of Patient Services
- Elizabeth Feldman - Sr. Director, Distribution/Trade Relations, and Specialty Pharmacy Operations

## Account Challenges

- 1 Access
- 2 Lymphoma Thought Leader for Georgia Cancer Specialists is a speaker for competitors
- 3 340 B Competitor Advantage
- 4 Large number of clinics (40)
- 5 Most providers do not refer or consult with academic centers

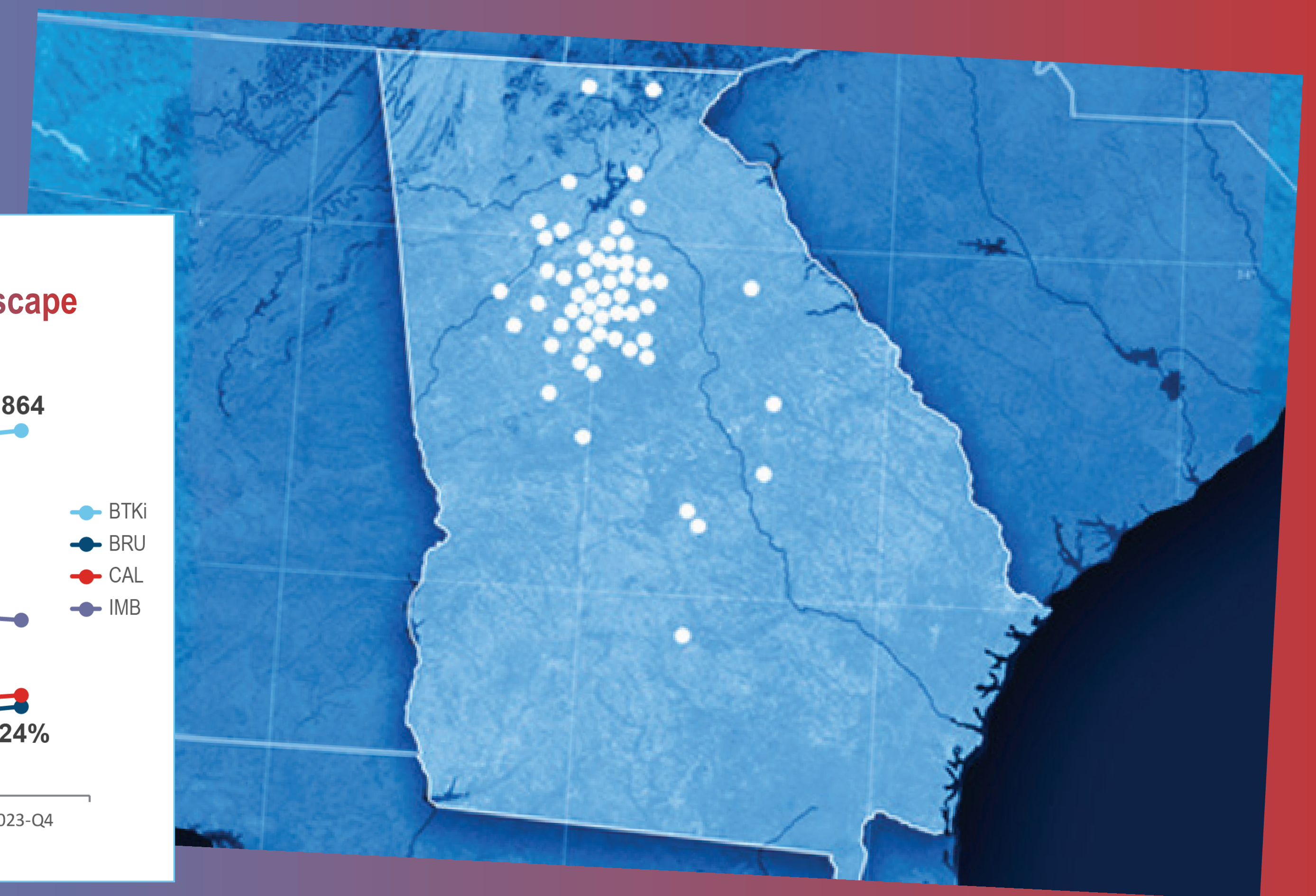
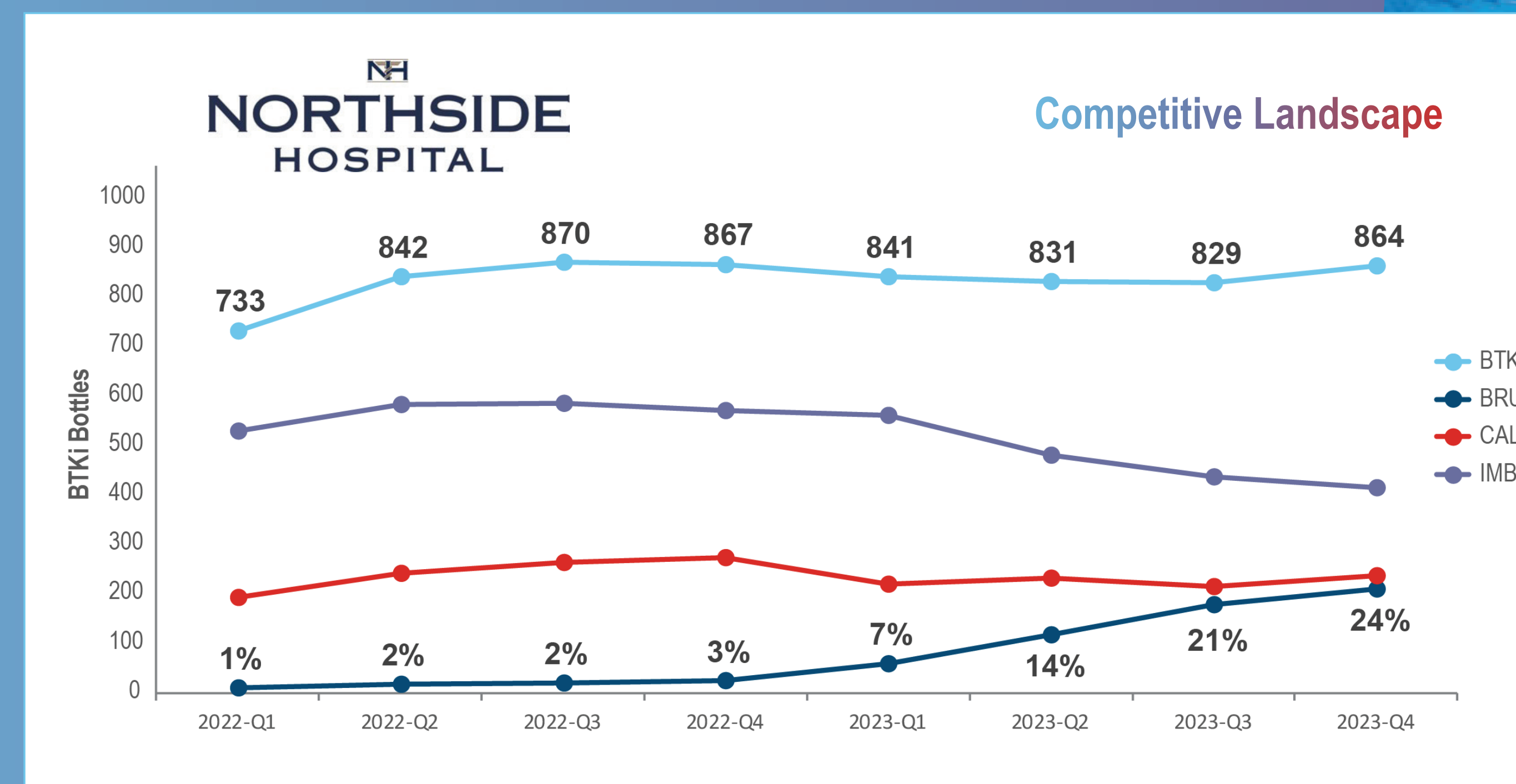
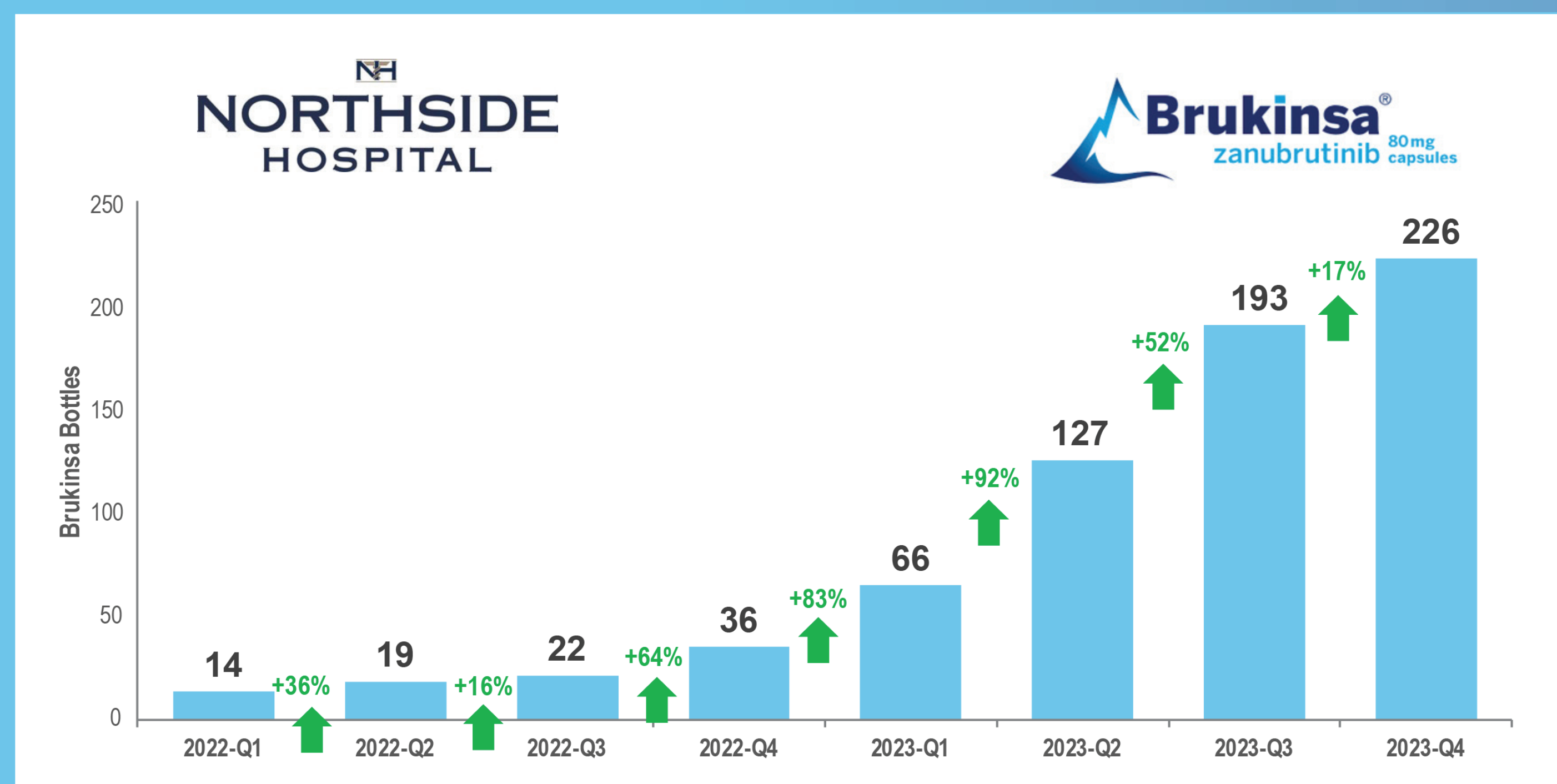


## Account Solutions

- 1 Overcoming access challenges through diverse engagement strategies implemented
- 2 Georgia Cancer Specialists Group's thought leader challenge
- 3 340 B, Financial Support
- 4 Improving access via collaborative engagement strategies



## Results



# Navigating Success: One brick at a time.

The path from acalabrutinib to Brukinsa

Missy Rainey  
Account Manager - Hematology



## Account Information



More breakthroughs. More victories.®

Baylor Sammons Cancer Center  
Dallas, Texas

- Academic/Community Hybrid with a BMT group and fellows
- Texas Oncology:** Largest account in the Region

- Baylor Sammons:** #1 potential account in all of Texas Oncology
- Baylor Sammons:** Largest Brukinsa account in the Division, even more than MDACC
- Central Purchasing Account:** Orders for 20+ other Texas Oncology locations
- GPO:** Unity/McKesson/USOncology
- Brukinsa is on Pathway-All Indications
- Brukinsa is co-preferred with acalabrutinib at Texas Oncology
- Brukinsa and acalabrutinib have a comparable marketshare at Baylor-Sammons

### 7 Total APPs

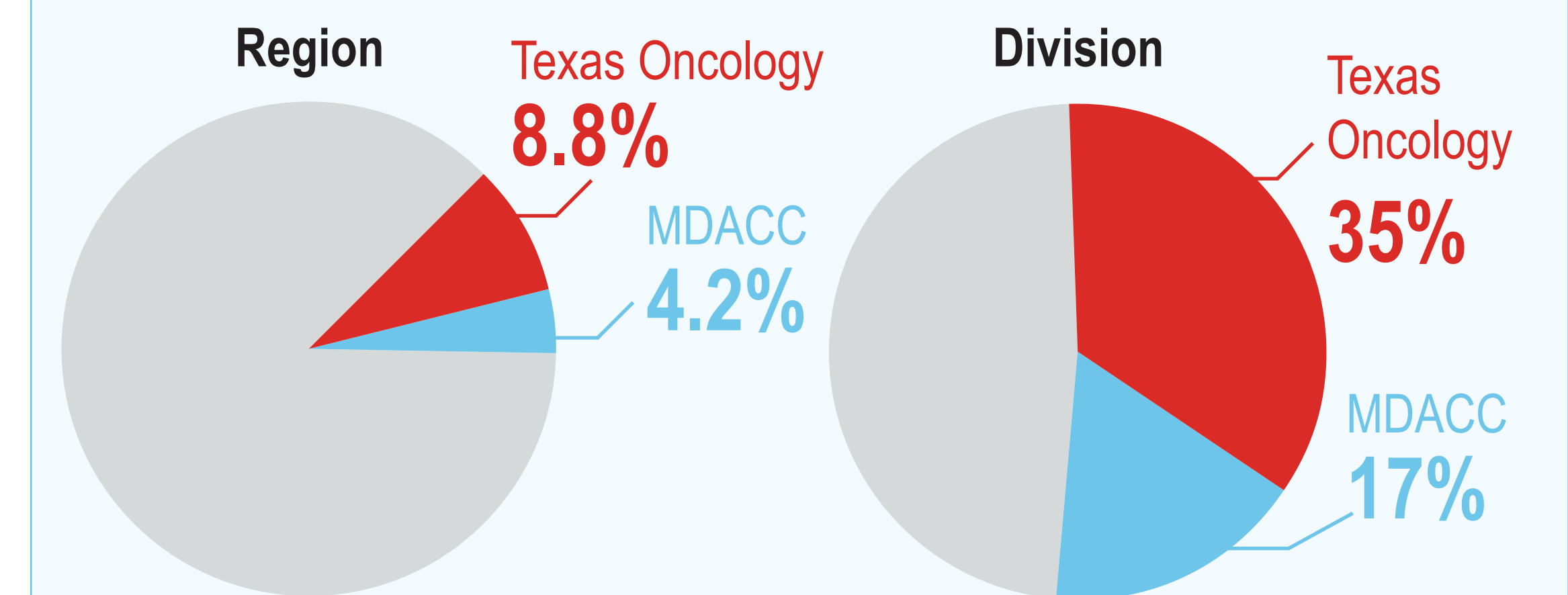
### 22 Total MDs



### CROSS-FUNCTIONAL PARTNERS

- Jill Fitch - NAD
- Karen Bartoch - CET
- Clint Degner - CAD
- Lee Ding - HEOR
- Patty Laster - FMA
- Leah Ingram - FMD
- Rick Dilworth - DSM
- Brad Runge - RSD

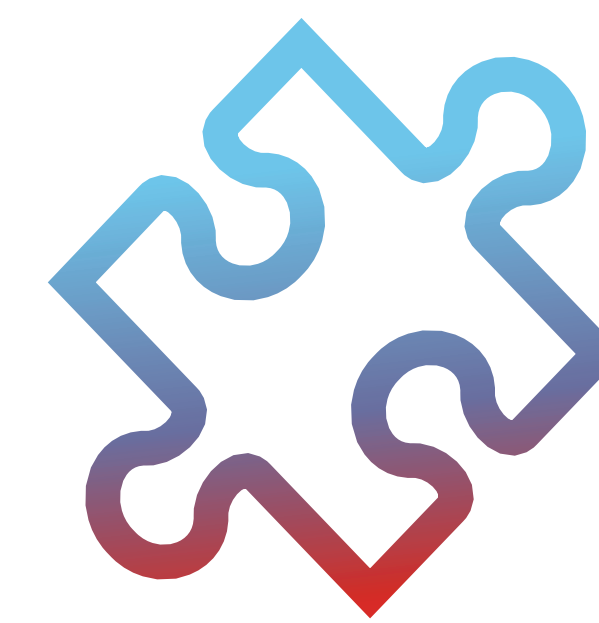
### CONTRIBUTION OF BUSINESS:



Texas Oncology is 2x the potential

## Account Challenges

- Historically a true "No See" Account
- Brukinsa / BeiGene support at account was minimal at best
- Key physicians are loyalist and speakers for acalabrutinib
- Evolution of the treatment landscape
- CLL Sampling structure is disadvantaged compared to acalabrutinib
- AMH new to territory and oncology sales

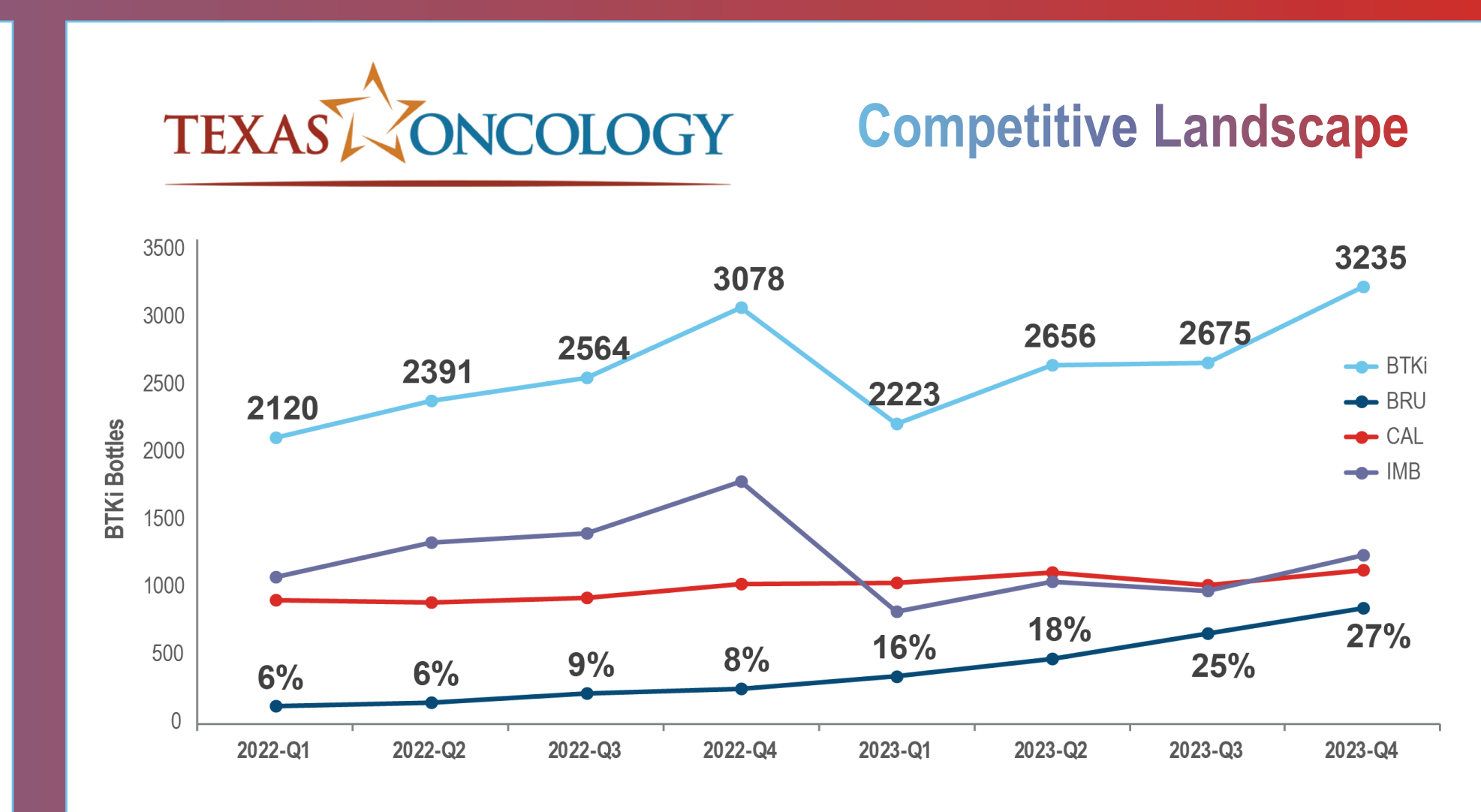
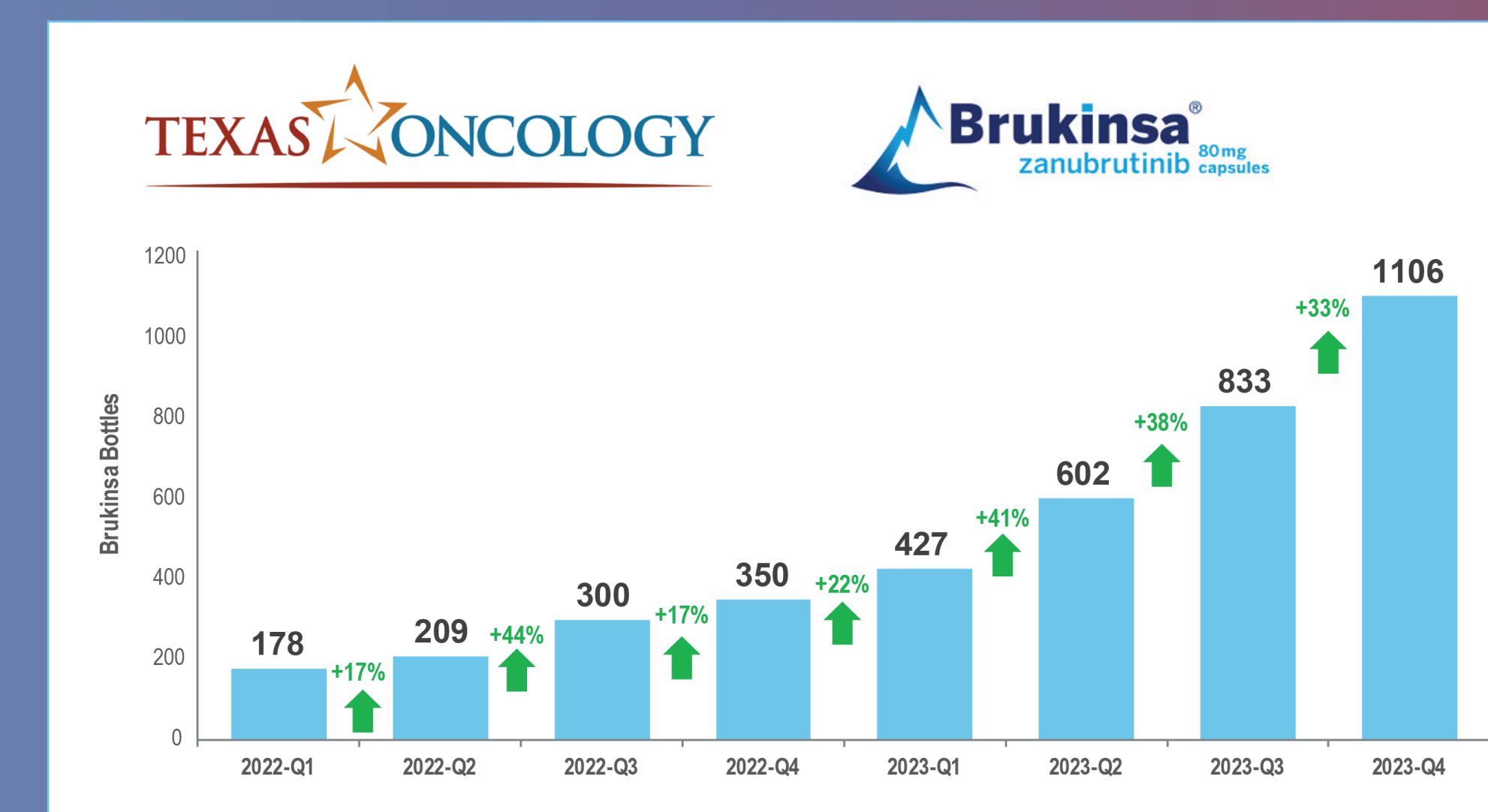


## Account Solutions

- Inroads made with key clinicians deepening relationships
- Sample program
- Corporate visit with the office



## Results



TIMELINE



# Pathways to Patients: A Blueprint Approach to Clinical Pathways

Keli Frentzos  
Account Manager - Hematology



## Account Information

**UPMC**  
LIFE CHANGING MEDICINE

University of Pittsburgh Medical Center (UPMC)

### CLINICALPATH PARTICIPANTS

**16** Academic | **27** Hospital Systems | **14** Community Practices

**2500** Providers (over 34 states)

**Disease State Leads (7-12 attendees include Director and Associate Director)**

### STAKEHOLDERS AND KEY CUSTOMERS

#### UPMC Leadership:

Dr. Robert Ferris  
Director UPMC  
Hillman Cancer Center

Dr. Stanley Marks  
Director, Chairman  
Hillman Cancer Center

Dr. Rashir Choksi  
Co-Director  
Medical Oncology Network

Dr. Vincent Reyes  
Co-Director  
Medical Oncology Network

Dr. Mounzer Agha  
Director of Hematology

Dr. Jing Zhou Hou  
Lymphoma Director  
(UPMC, Clin Path)

Dr. Dhaval Mehta  
Community director,  
ClinicalPath Lymphoma  
participant

Jeff Goeff  
UPMC Pharmacy,  
Director Pharmacy

Jim Natale  
Clinical Pharmacy  
Specialist

#### UPMC Healthplan:

Chronis Manolis  
Sr. VP Pharmacy Healthplan

Dr. C. Bernie Good  
Sr. Medical Director

#### Chartwell (SD)

Mick Jarzynka  
VP Industry Relations

Matt Partzch  
Sr. Dir of Strategic Sourcing

### CROSS-FUNCTIONAL PARTNERS

#### Market Access

Jay Seemann  
Vice President,  
Market Access

Reid Harris  
National Director,  
Corporate Accounts

Brad Schutz  
Corporate Account  
Director, Great  
Lakes

Nelson Pope  
Director, Field  
Market Access

Betty Luu  
Senior Field Medical  
Director (prior)

Laurie Musial  
Senior Field  
Medical Director  
(current)

Hoang Phan  
Senior HEOR Field Director

#### CET

Alex Pederson  
Associate Director, Regional Marketing

#### Leadership

Josh Nieman  
CCO

Mark Riedl  
Vice President  
of Sales

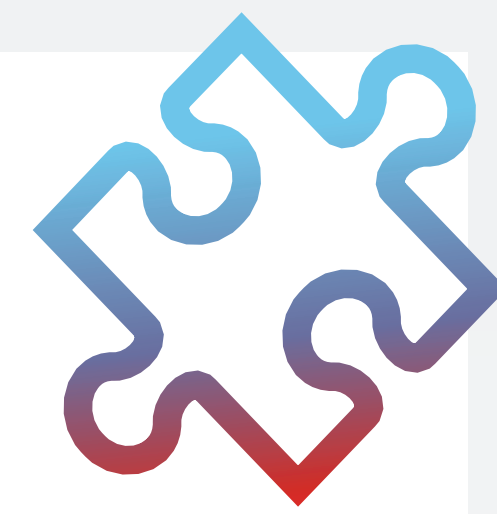
Andrew Sawyer  
Regional Sales Director, North Central

Nick Chervenak  
Division Sales Manager, Greater Northeast

Scott Topping  
Division Sales Manager, Great Lakes

## Pathway Challenges

- 1 Third -entrant to BTKi with no head to head study with acalabrutinib
- 2 Current Status for CLL: "Alternative" choice to acalabrutinib
- 3 Knowing and Building Relationships with key Stakeholders
- 4 Limited use if NOT on Pathways



## Account Solutions

**2019**  
November  
• Hired  
• MCL R/R FDA Approval

### 2021

**February**  
• Lending Hearts Gala (sponsorship)

**March**  
• HEOR presentation  
• Voucher presentation February 2021

**April**  
• Pharmacy visits (Chartwell and Hillman Cancer Centers)

**May**  
• Director of Patient Assistance – Sharepoint system applied with MyBeiGene  
• UPMC Wellness Program

**June**  
• Stanley Marks Blood and Cancer sponsorship – Plug in to meet John Oyler (Pittsburgh Connection)

**August**  
• FDA approval for Waldenstrom Macroglobulinemia  
• first planning session for virtual corporate visit (internal/external)

**September**  
• UPMC GALA – introductions to leadership/market access/ FMD  
• FDA approval for R/R MZL

**October**  
• Light The Night Pittsburgh

**November**  
• Virtual Corporate Visit  
• UPMC Health plan

**December**  
• ASH virtual – engagements  
• Quarterly pathway call – WM and MZL added to Clin Path

### 2022

**January**  
• CAHON task force  
• Process Plan for "Live Corporate Visit"  
• Lunch and Learn Entire UPMC network learning of newer indication

**February**  
• UPMC Pharmacy Directors

**March**  
• Lending Hearts Gala (sponsorship)  
• Continued discussions b/w Market Access/ Integra Connect

**April**  
• Continued relationship

building with Dr. Choksi (various market access conferences)  
• UPMC Health plan connect

**May**  
• Chartwell/Training my BeiGene

**June**  
• ASCO review participant  
• Stanley Marks Blood and Cancer Sponsorship with BeiGene Senior Leadership

**September**  
• FMD meeting Dr. Hou (Lymphoma Dir)  
• offsite tumor board sponsor  
• virtual engagement, John Oyler – Live Corporate visit rescheduled

**October**  
• LTN Pittsburgh

**November**  
• Rush to Crush UPMC first annual planning (BeiGene to assist from Senior Leadership)  
• Dr. Ferris/Dr. Marks (Senior leadership, BeiGene Developments, AM (organized))

**December**  
• ASH Engagements (CAHON), Dr. Hou, Dr. Agha, Dr. Im interactions (AM)  
• UPMC collaborative monthly calls begin

### 2023

**January**  
• UPMC CEO Corporate Visit  
• CLL FDA Approval  
• Collaborative/UPMC internal dinner  
• Lunch and Learn (UPMC network engagement Brukinsa (zanubrutinib) in CLL)  
• UPMC Health plan Industry Day

**February**  
• UPMC SharePoint update  
• Director of Patient Assistance

**March**  
• UPMC integrated order sets for Brukinsa (zanubrutinib)

• Josh Nieman Visit – Market Access/UPMC Leadership dinner  
**April**  
• CAHON meeting Las Vegas  
• 2nd round for CLL agenda for Clin Path  
• MCL/MZL – Imbruvica removed from Clin Path  
• MCL added to Clin Path  
• CLL added to Clin Path for "alternative" use

**May**  
• Rush to Crush Physician Engagements – UPMC Learnings (Sponsorship)  
• UPMC Pharmacy Insights

**June**  
• Stanley Marks Blood

and Cancer Foundation (Sponsorship)

**July**  
• continue Monthly Collaborative calls

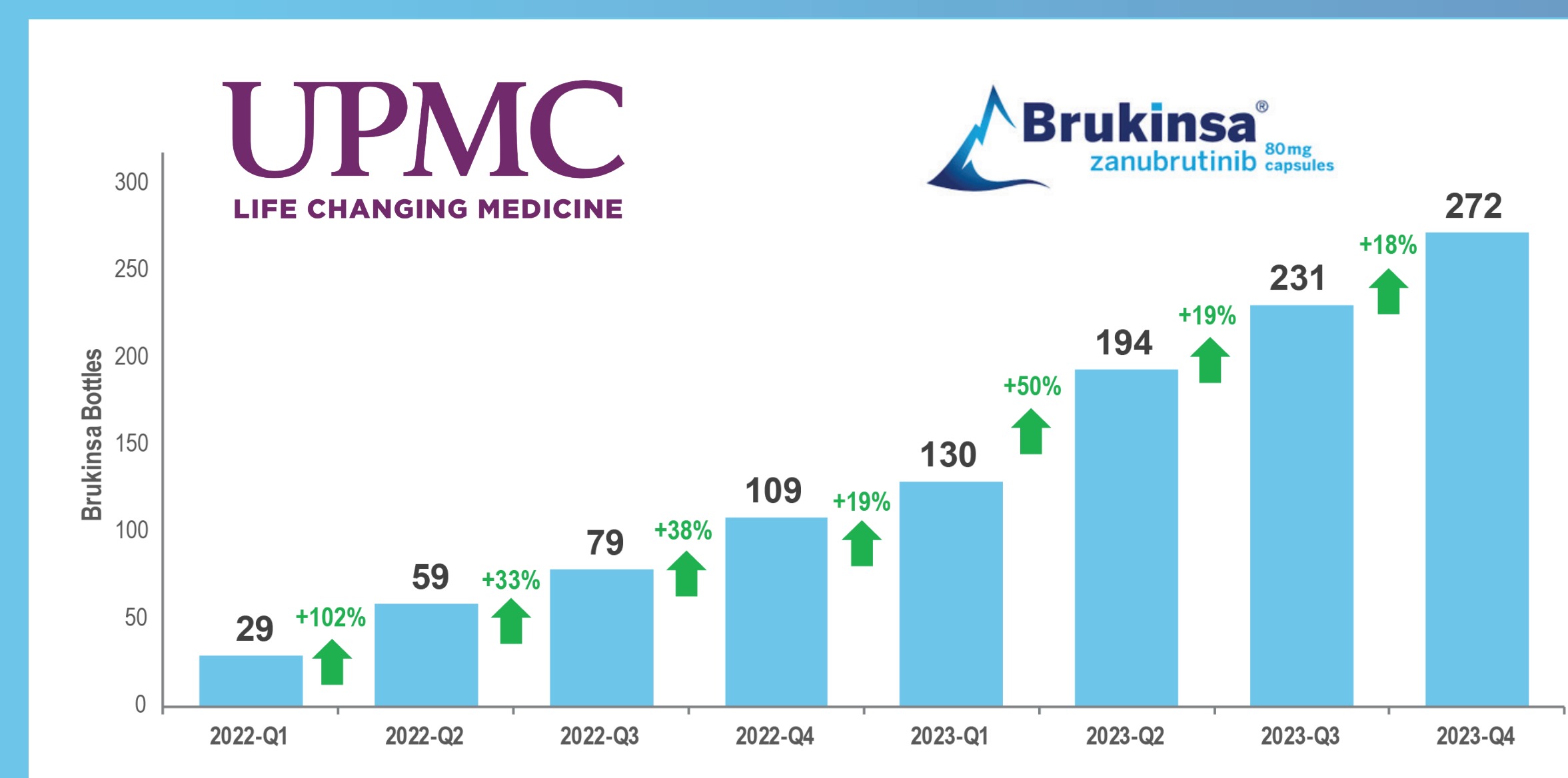
**September**  
• FMD meetings  
**October**  
• LTN

**November**  
• UPMC Pharmacy – Order sets in EMR system vs. Clin Path outlook  
• Rush to Crush Planning for 2024

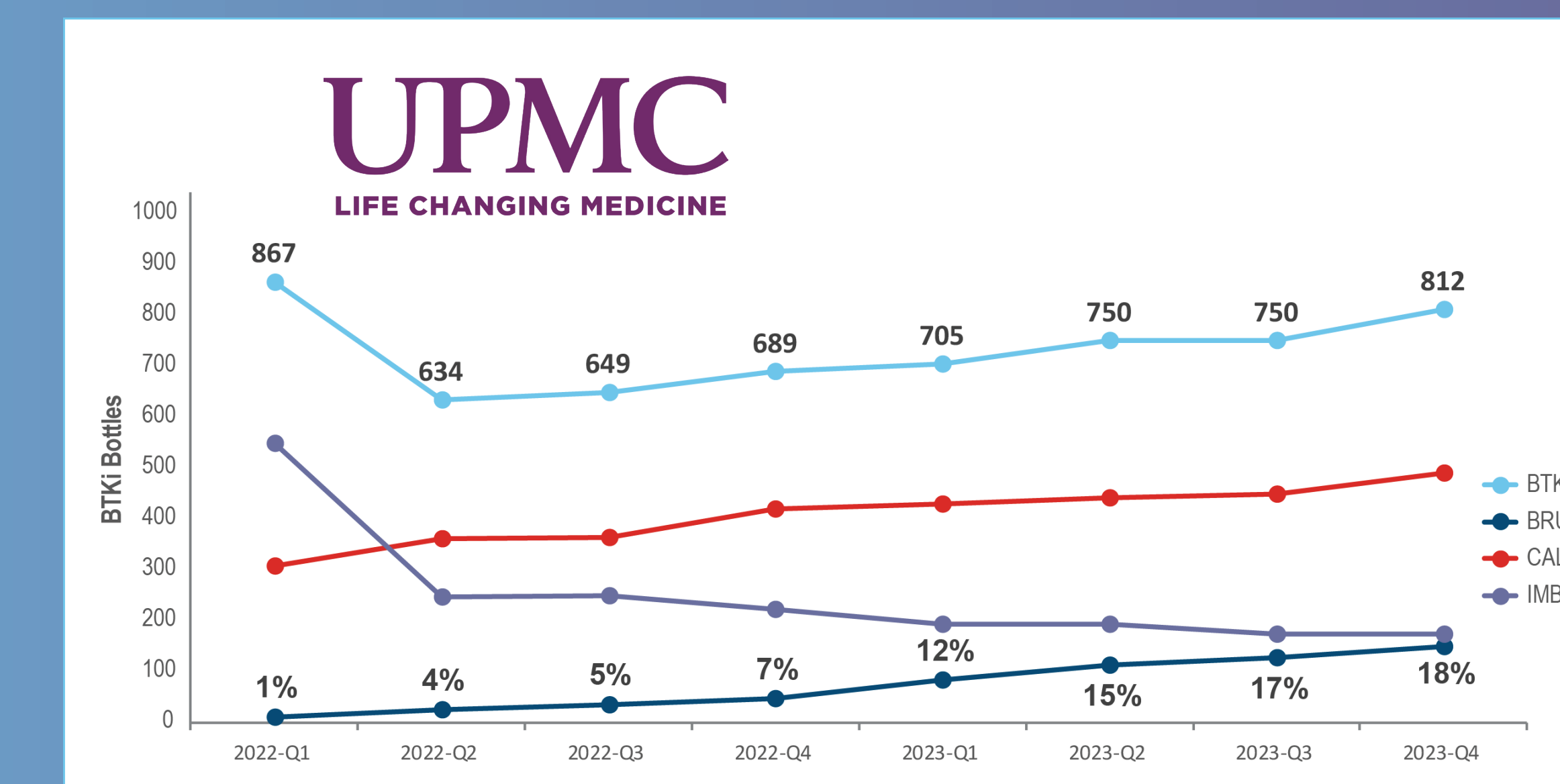
**December**  
• Caring Place (sponsorship)  
• ASH engagements

## Results

Brukinsa Bottles from Q1 2022 to Q4 2023



BTKi Market Share Q1 2022 to Q4 2023



ClinPath BTKi Bottle Share in SD Channel: January 2023 to December 2023

