

KOL Optimization



THE OPPORTUNITY

- Gaps in care persist for patients with metastatic EGFRm NSCLC and for patients with EGFRm NSCLC whose disease has progressed on or after TKI therapy
- Health systems and HCPs are unaware of TAGRISSO, a new entrant to the market



Our objective is to educate HCPs via a KOL-optimized email campaign on first-line therapy in metastatic EGFRm NSCLC and in EGFRm NSCLC that has progressed during or after TKI therapy, as indicated

OUR APPROACH



Emails With Local Data

- 4 emails
- 2 branded/2 unbranded
- Approved email content
- Local data specific to each region/market



KOL Target Analysis

- Data informed previous engagement patterns
- Relationship modeling conducted



Regional KOLs

- 13 markets
- 4 KOLs were featured per market



KOL Optimization

- Redeployed emails optimized best KOL
- Ongoing KOL optimization ensured maximum engagement

Data-driven optimization of locally relevant emails resulted in deployment of the right messages to the right targets from the right KOLs.



EXAMPLES

Branded Emails

TAGRISSO[®]
osimertinib

**In metastatic EGFRm NSCLC
FIRST-LINE TAGRISSO:
GROUNDBREAKING
PROGRESSION-FREE
SURVIVAL¹**

How many East North Central patients have late-stage lung cancer?

In the East North Central, the percentage of people with late-stage lung cancer ranges from 70.2% to 74.2%, with the highest rate of 74.2% in Kentucky. Of these patients, a percentage will be diagnosed with metastatic EGFRm NSCLC and may be eligible for treatment with TAGRISSO.

Alejandro Castro, MD, FACP
Assistant Professor of Medicine
LSU School of Medicine
McKee Cancer Center
Crown, LA

Unbranded Emails

AstraZeneca

EVERY mNSCLC ADENOCARCINOMA PATIENT YOU SEE HAS A 1 IN 3 CHANCE OF HAVING AN ACTIONABLE MUTATION¹⁻³

More Details

Nationally, NSCLC accounts for an estimated 84% of all lung cancer cases, of which 40% of patients are diagnosed with metastatic NSCLC.¹ As ~23.9% are diagnosed with an EGFR mutation, an estimated 978 people in the Carolinas have mNSCLC with an EGFR mutation.^{2,3}

Approximately 1 in 3 patients with adenocarcinoma has an actionable mutation.⁴

Mutation	Percentage
EGFR	23.9%
ALK	7.9%
ROS1	2.5%
RET	1.1%
TRK	1.1%
HER2	1.1%
Others	34.4%

KOL Optimization Example

TAGRISSO[®]
osimertinib

**In metastatic EGFRm NSCLC
FIRST-LINE TAGRISSO:
GROUNDBREAKING
PROGRESSION-FREE
SURVIVAL¹**

Dr. Devon Evans, MD
New England Cancer Associates
Scituate, MA

TAGRISSO[®]
osimertinib

**In metastatic EGFRm NSCLC
FIRST-LINE TAGRISSO
REDUCED THE RELATIVE
RISK OF CNS PROGRESSION
BY 52%^{1,2}**

Dr. Hatim Husain, MD
Medical Oncologist
USC San Diego Health

Email 1

From: Dr. Devon D. Evans
Region: New England
Reason for Match: Previous email engagement

Email 2
From: Dr. Hatim Husain
Region: Southern California/Arizona
Reason for Match: Same med school—Northwestern University Feinberg



Target
Ronald S. Weigner, MD
Region: New England

Abbreviations: EGFRm, epidermal growth factor receptor mutation; NSCLC, non-small cell lung cancer; TKI, tyrosine kinase inhibitor.

RESULTS

16.2%

of targets were optimized based on relationships and previous engagement

64%

of HCPs on target list engaged with campaign

65%

increase in open rate vs original deployment, driven mainly by optimized HCPs

82%

of emails opened, had a 2+ second read time or longer

The email campaign led to a 282% increase in optimized HCP open rate over the nonoptimized HCP open rate, driven by relevant and meaningful HCP engagement through KOL optimization.