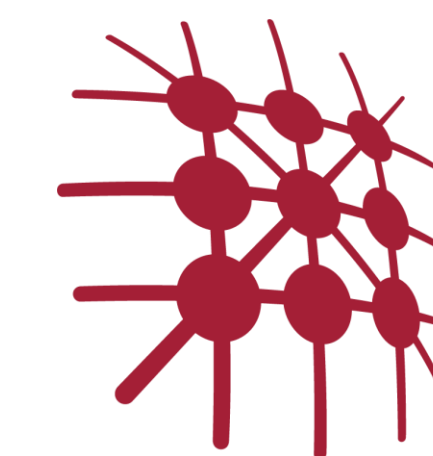


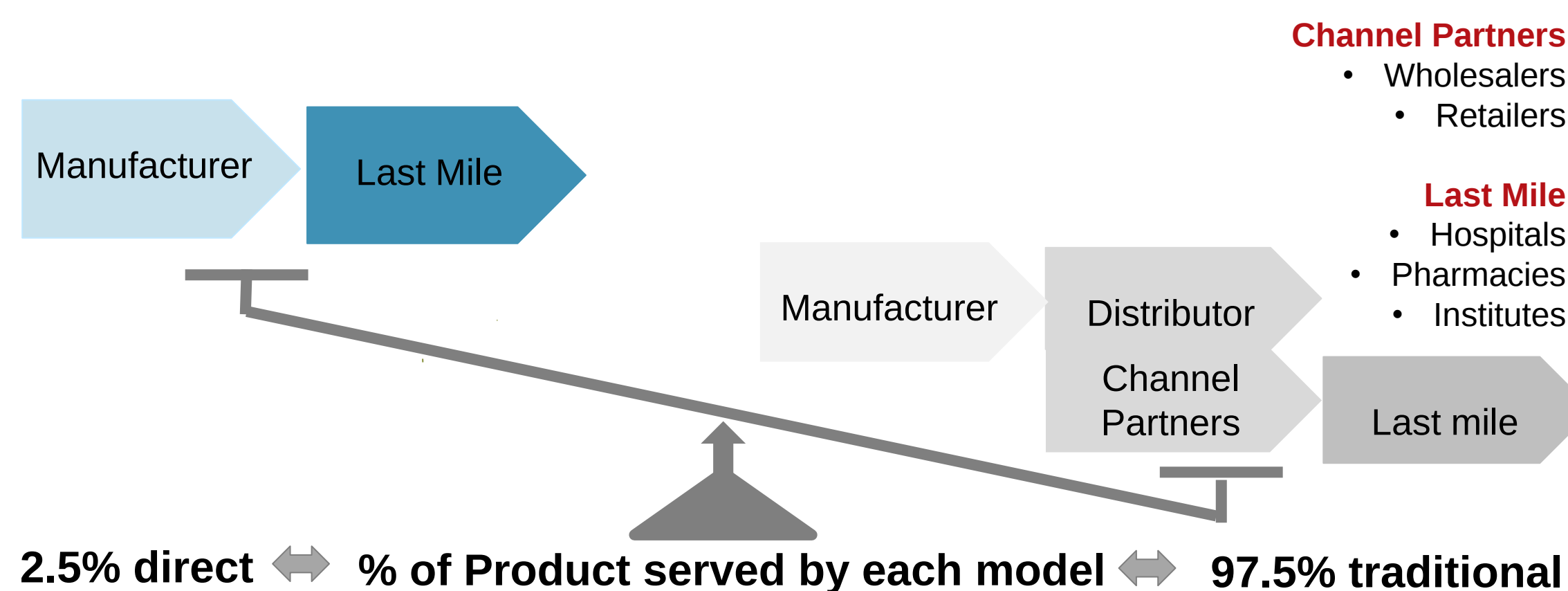


Capturing Value in Pharmaceutical Distribution Strategies



Motivation / Background

The traditional distribution channel strategy has stood the test of time for delivering regular health care products in the Asian Pacific Region. Cost savings due to its proactive make-to-stock nature has fueled its popularity. However, in a world becoming increasingly focused on individualized health care, Roche is seeking alternative channels to deliver Cell & Gene Therapies & Personalized Health Care Products.



Key Question / Hypothesis

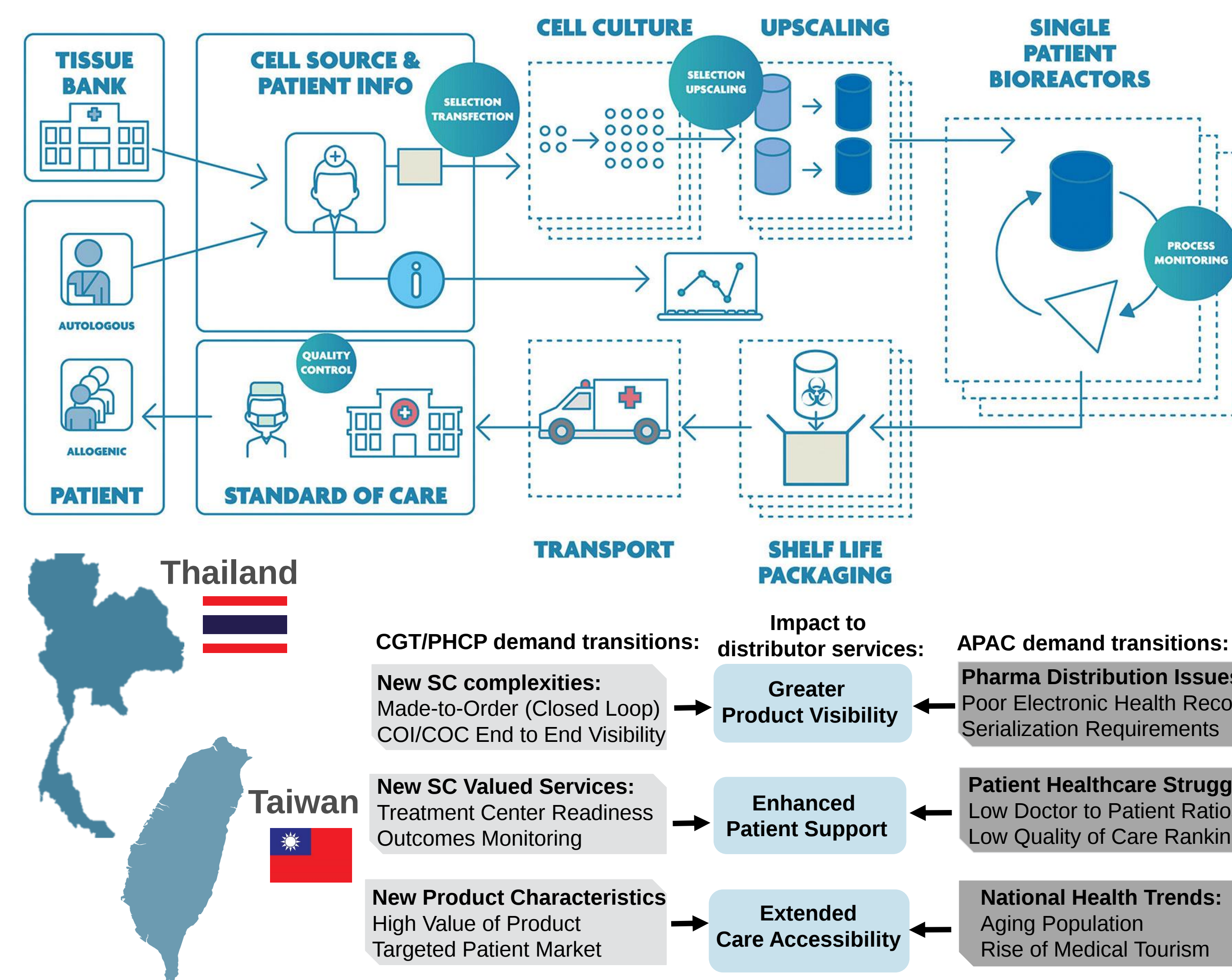
How do transitions in demand for healthcare toward a more personal service affect the distribution channel strategy for the company? What is distinct about the Asia Pacific market compared with other markets that the company serves?

Relevant Literature

CardinalHealth & Vineti. (2021). *Cell and Gene Therapy Commercialization: Mastering the Patient-Centric Process* [White paper]. Fierce Pharma.

Zhang, Q., & Zhang M. (2017). *Unlocking Value in Healthcare Delivery Channels*. Massachusetts Institute of Technology.

Emerging Trends for CGT Products & APAC Markets



Methodology

Holistic Evaluation using Comprehensive Distributor Partner Selection Criteria

Traditional Criteria

Cost to Serve
Logistics & QA KPIs

Novel Criteria

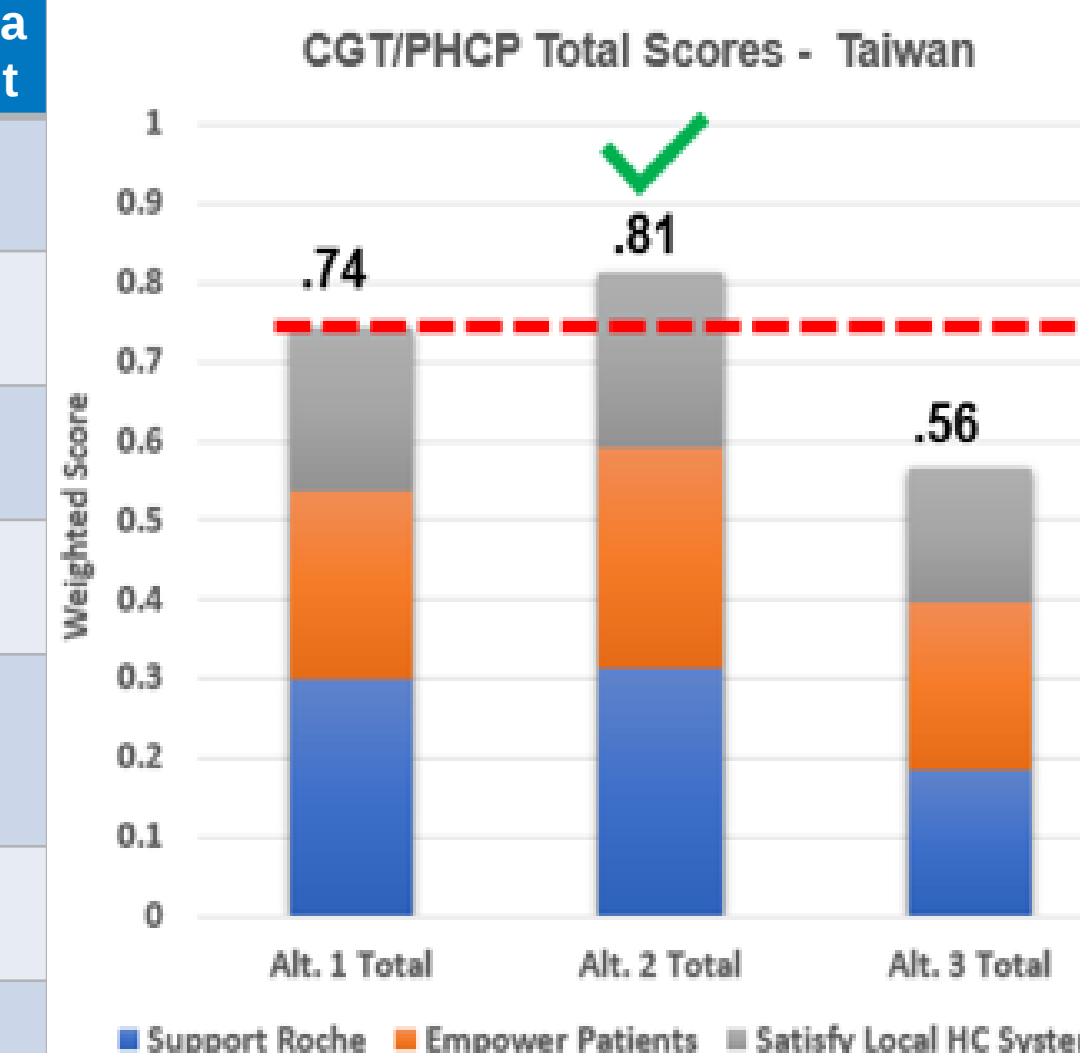
Data Management
Care Journey

Distributor Strategy
Value Proposition

Initial Results

Multi-Criteria Decision Model
Data driven assessment of distribution capabilities

Objective	Criteria	Alt1	Alt 2	Alt 3	Criteria Weight
Support Roche	Total Cost	1.00	1.43	1.73	0.098
	Inventory Management	1.19	2.00	0.17	0.087
Empower Patients	Treatment Adherence	1.25	1.75	1.25	0.061
	Care Accessibility	1.49	1.56	1.24	0.109
Satisfy the health care system	Compliance observance	1.49	1.36	0.45	0.064
	Fulfilment management	1.37	1.66	1.74	0.081
Total score		0.74	0.81	0.57	



Contribution



1. Established the converging themes between APAC Market Growth and CGT Supply Chain Requirements
2. Developed a New Framework for Pharma Companies to evaluate distributor Strategy performance
3. Provided a Decision Model that can be extended to other APAC Country Market use cases

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