

# Integrated Commercial Solutions from Syneos Health®



A life sciences company has always had two basic choices when the time comes to commercialize its asset. They could either partner (losing control and potentially leaving money on the table) or go it alone (assuming the risk of building complex and expensive commercial infrastructure).

But a third choice is becoming increasingly attractive to companies looking to retain control of their asset—and the rewards that come with it—while de-risking launch.

**We've got the experience needed to deliver integrated commercial solutions to organizations that are infrastructure or resource constrained.**

Syneos Health® provides end-to-end, integrated commercial solutions designed around your own unique asset and corporate strategy. When you work with Syneos Health, our extensive commercial capabilities—including award-winning, full-service agency, advisory, and deployment capabilities—become yours, powered by our experience with hundreds of launches and informed by everything we've learned along the way.

Together we build a flexible, agile and streamlined partnership that gives you an alternative to traditional licensing or "go-it-alone" options.

## Commercialization powered by clinical expertise—and R&D informed by commercial insights

Our clinical and commercial experts align to and accentuate your corporate and product strategy, delivering actionable insights to drive uptake along with a comprehensive plan for commercializing your asset for maximum ROI.

Our client-centric and cross-functional approach results in a holistic end-to-end solution to support your commercialization needs.

Companies find our model attractive as they can de-risk their launch by "renting" infrastructure and services while they await critical milestones, deciding as they go which elements, if any, they are ready to build themselves. You're able to maintain ownership and control of your intellectual property and retain optionality to pursue different commercial paths while progressing the launch program forward.

### Key benefits of our commercial integration model:

- Retain control of your asset and keep future options open
- Maintain internal focus on strategic objectives
- Increase speed to market by utilizing existing global infrastructure
- Scale up and down based on need
- Mitigate risk through streamlined partner model
- Drive cost efficiency through speed and reduced redundancy

*Streamlining partnership can be the first step to strategic value.*

## How we bring simplicity and structure to the complexity of launch

We focus our integrated commercial solutions on your business objectives, and design them to supplement your capabilities with a customized configuration of Syneos Health services. A Syneos Health Commercialization Lead works in close collaboration with the commercialization lead in your organization, orchestrating all outsourced activity and gaining you targeted, efficient, cost-effective access to the full breadth and depth of Syneos Health resources and capabilities.

## We move nimbly and with speed and ease to meet your asset where it is, and take it where you want it to go.

Our integrated commercial solution:

- **Drives the brand through** every interaction—small or large
- Offers the benefit of a cross-functional core team **with fewer internal FTEs**
- Engages a broad, invested team that **understands the brand**—not just one discipline
- Provides you with a **scalable approach** that leverages Syneos Health's vast network of resources
- Shifts from an hourly-based to a **value-based model**
- Allows reconciliation through a **single P&L and invoicing**



*Working with Syneos Health, you'll benefit from an organic, seamless extension of your team with access to unparalleled commercial resources, knowledge and experience.*

### Want to learn more? Contact:

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### About Syneos Health

Syneos Health® (Nasdaq:SYNH) is the only fully integrated biopharmaceutical solutions organization. The Company, including a Contract Research Organization (CRO) and Contract Commercial Organization (CCO), is purpose-built to accelerate customer performance to address modern market realities. Learn more about how we are **shortening the distance from lab to life®** at syneoshealth.com.