What makes an IEGP integrated?

20+ IEGPs developed



An IEGP meets the needs of multiple stakeholders, across geographies, and through the full product lifecycle.



An integrated framework ensures:

- ✓ Aligned thinking on organizational evidence generation strategy
- Rapid identification of critical evidence gaps
- Efficient prioritization and resource allocation to fill evidence gaps
- A unified data catalog, stored in one location, with clearly assigned ownership by functional team

An IEGP provides a comprehensive evidence program built around phase 2/3 registration studies to address interests across all stakeholders

IEGP: integrated evidence generation plan

GENESIS RESEARCH

Global, feeds to local and regional

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Our 8-Step Integrated Evidence Generation Plan Framework

The development of an IEGP begins with a shared strategic vision for the product and requires early cross-functional collaboration to create a streamlined evidence roadmap.

TPP & TVP DEVELOPMENT **EVIDENCE GAP PRIORITIZATION** Conduct disease state profiling & develop TPP highlighting new drug advantages over SoC, focusing on unmet needs and clinically meaningful endpoints to have a minimally viable therapeutic asset STRATEGY DEVELOPMENT TACTICAL PLAN DEVELOPMENT Develop a tactical plan by aligning on IEGP studies and mapping them to the gaps and strategies. Tactics are prioritized cross-functionally **IEGP EVIDENCE SYNTHESIS** FINAL IEGP Create the final IEGP by pressure testing the proposed list of studies SCIENTIFIC COMMUNICATION PLAN **GAP ANALYSIS** Assess evidence strength and identify evidence gaps for each value



statement and imperative