

StratusG

Expediting Drug Commercialization with Ground-breaking Methodology

Drug commercialization has always been a daunting challenge for the biotech industry. Since biotech companies generally do not have any net revenue until their drugs are approved, they run on tight budgets with the assumption and anticipation the drugs will gain approval sometime in the near future. Unfortunately, all too often, the regulatory approval process is delayed, then suddenly, when the time comes for approval, biotech companies find themselves in a fix. With no pre-set strategy in place, they attempt to meet regulatory requirements and system needs in a confusing and inefficient ad hoc manner with budget and time constraints, often further delaying product release and revenue recognition.

Rising to the occasion with a resolute aim to put an end to these doldrums, Seattle-based StratusG supports a wide range of clients across the biotechnology vertical with IT roadmaps, commercialization plans, process design, compliance, and execution strategies supported by IT systems. Leveraging BioTechForce—an out-of-the-box solution powered by cloud-based Salesforce—StratusG supports a biotech company's entire commercial journey by capturing an organization's specific requirements for successfully bringing a drug to market. "Being the very first company to implement Salesforce in the regulated biotech industry 15 years ago, we make sure the combined effect of Salesforce and our BioTechForce solution serves both the commercial and regulatory requirements of biotech organizations," states Jary J. Krauser, President and CEO of StratusG.



Jary J. Krauser

In addition to facilitating the crucial processes related to sales and commercialization, BioTechForce supports the Medical Science Liaison (MSL), Key Opinion Leader development, and Automates Medical Information Requests, necessary for a biotech organization's commercialization success. But that's not all. BioTechForce

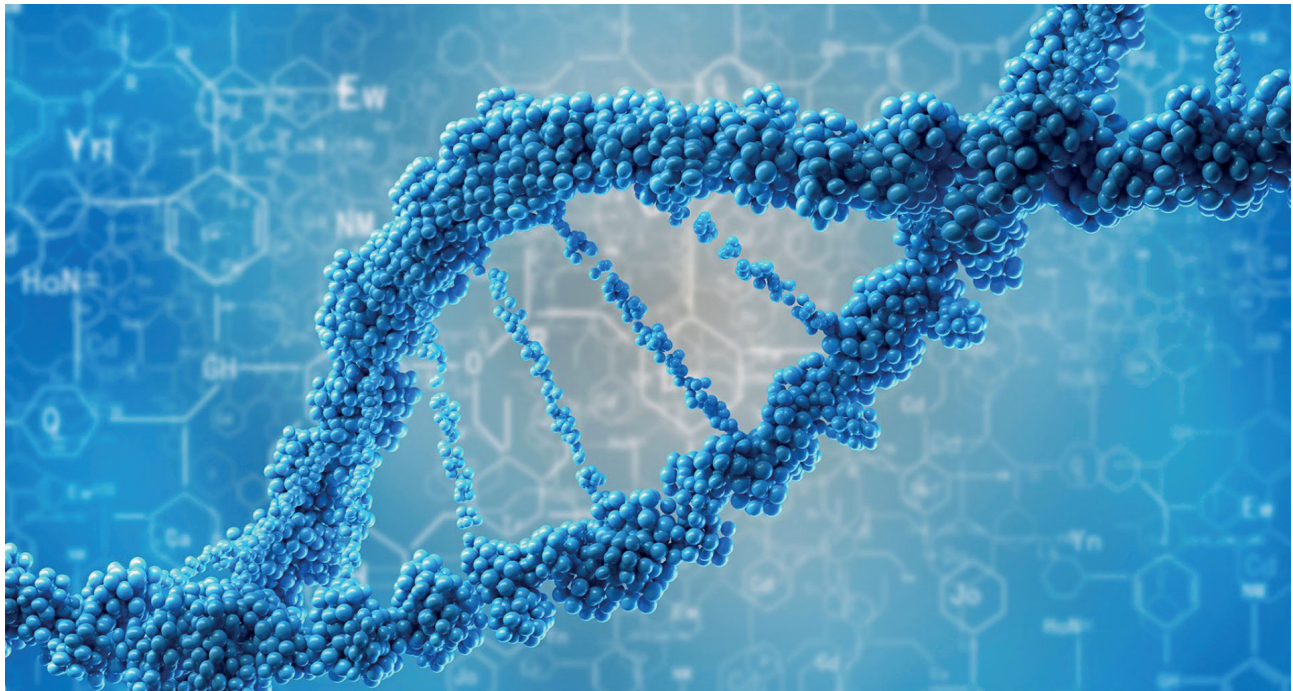
also helps efficiently track the highly intricate Group Purchasing Organization (GPO) guidelines, and directly navigate the intricate Benefits Verification and Payer processes. BioTechForce can also be scaled to support reimbursements, logistics and tracking, contract milestones, government affairs needs, as well as other custom commercialization processes.

How does StratusG help biotech organizations get so many boxes ticked within a very limited time period and at a far lower cost? “It is because BioTechForce comes out-of-the-box largely preconfigured. “There is much commonality in the drug development and commercialization business processes and regulatory requirements across the biotech industry. Each time we take up a new project, we roll

To further elucidate the cutting-edge functionalities of their solution, Krauser cites a noteworthy success story. It was an instance when the company was implementing a CAR-T / Cell therapy project—the cutting-edge biologic vital to cancer treatment. “We leveraged Salesforce to not just manage the sales process, but medical science liaison (MSL Team), reimbursements, end-to-end sample tracking, scheduling,

understandably built a prestigious client base, mostly grown on word-of-mouth publicity. So much so that the clientele even comprises several industry behemoths, including the likes of Pfizer, Dendreon, Juno Therapeutics, Celgene, Bristol Meyers Squibb, Seattle Genetics, Amgen, and many more.

Envisioning the near future, Krauser wants to further enhance the capabilities of BioTechForce to provide budding biotech



some of that experience into the next implementation,” explains Krauser. “In that way we have leveraged all our past BioTechForce learnings into the current version.” This helps StratusG accelerate the time it takes for biotech organizations

contracts, maintaining, and automating chain of custody,” says Krauser. “There is hardly any other company in the market that has the knowledge or the experience to leverage Salesforce in such a unique manner.”

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to align the system with their specific requirements for drug approval and prepare for commercialization. This significantly curtails time and costs.

Owing to these distinctive competencies and 25 years of experience in biotech with over 100 biotech system implementations, StratusG has quite

an even more complete out-of-the-box drug commercialization application and experience. Though his volunteer work with Life Science Washington (LSW), University of Washington, Economic Development Council of Seattle King County, and Investment groups, Krauser has found many biotech start-ups fail to understand the extensive regulatory requirements and complexities on the path to drug commercialization. “This is where we can step in and deploy our expertise to save them time and cost in the near term as well as providing them with a well-planned scalable foundation for down the road,” concludes Krauser on a buoyant note. 