<table>
<thead>
<tr>
<th>DISCIPLINE</th>
<th>PROJECT CONCEPT</th>
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| Medical Affairs                | • Physician engagement plan to support launch of drug X  
• Evidence generation plan (including clinical trials and real world evidence) to characterize the use of drug X in areas of unmet medical need  
• Summarizing conference highlights and developing a knowledge translation plan for physicians |
| Regulatory Affairs             | • Request for Priority Review of New Drug Submission for drug X  
• Regulatory requirements to support approval of software as a medical device  
• Options for resubmission of New Drug Submission for drug X that received a Notice of Deficiency from Health Canada |
| Market Access / Reimbursement  | • Health economic model and budget impact analysis to support submission of drug X to Canadian Agency for Drugs and Technologies in Health (CADTH)  
• Market access strategy for drug X  
• Plan to engage patient organizations to support health technology assessment submissions |
| Business Development / Marketing| • Marketing strategy to segment customers and patient groups in preparation for launch of drug X  
• Multi-year sales forecast for drug X  
• Key message map and competitive differentiation plan for drug X |