

**Table 3***Project concepts from the ITCS program*

<b>DISCIPLINE</b>	<b>PROJECT CONCEPT</b>
<b>Medical Affairs</b>	<ul style="list-style-type: none"><li>• Physician engagement plan to support launch of drug X</li><li>• Evidence generation plan (including clinical trials and real world evidence) to characterize the use of drug X in areas of unmet medical need</li><li>• Summarizing conference highlights and developing a knowledge translation plan for physicians</li></ul>
<b>Regulatory Affairs</b>	<ul style="list-style-type: none"><li>• Request for Priority Review of New Drug Submission for drug X</li><li>• Regulatory requirements to support approval of software as a medical device</li><li>• Options for resubmission of New Drug Submission for drug X that received a Notice of Deficiency from Health Canada</li></ul>
<b>Market Access / Reimbursement</b>	<ul style="list-style-type: none"><li>• Health economic model and budget impact analysis to support submission of drug X to Canadian Agency for Drugs and Technologies in Health (CADTH)</li><li>• Market access strategy for drug X</li><li>• Plan to engage patient organizations to support health technology assessment submissions</li></ul>
<b>Business Development / Marketing</b>	<ul style="list-style-type: none"><li>• Marketing strategy to segment customers and patient groups in preparation for launch of drug X</li><li>• Multi-year sales forecast for drug X</li><li>• Key message map and competitive differentiation plan for drug X</li></ul>