

Bioslice's Professional Society Relationship Building Efforts for Osteoarthritis Market Awareness - Tips for Developers

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In 2008, Bioslice Therapeutics was founded in San Diego, CA. The biotechnology developer is currently conducting multiple studies focused on tissue-level therapeutic drugs. On a mission to cure degenerative diseases and various forms of cancer in patients, Bioslice has successfully raised \$778M in funding since its founding.

Leveraging a method known as alternative splicing Biosplice is developing minor molecule drug candidates. The splicing method effectively targets CLK/DYRK family kinases, identifying tissue-specific and disease-selective RNA splice sites. In turn, druggable sites are found, enabling therapeutics to enter the control center of proteome diversification directly. This internal control system site directly impacts patient tissue functionality, addressing differing indications.

Bioslice's current pipeline includes indications for neurology (Alzheimer's disease, traumatic brain injury, select tauopathies), oncology (tumors, heme malignancies, castration-resistant prostate cancer, colorectal cancer, neurology, and non-small cell lung cancer), and musculoskeletal (osteoarthritis of the knee, hip, and shoulder, and degenerative disc disease).

Therapeutic Lorecivivint is indicated for osteoarthritis and is currently leading Bioslice's pipeline. Lorecivivint for osteoarthritis of the knee is presently in Phase 3 trials. The company anticipates that indications of the hip (Phase 2) and shoulder (Phase 1) will have an accelerated timeline based on the success of Phase 3 knee studies.

Since 2015 Bioslice has paved a strong position for its brand within the U.S. osteoarthritis market through strong industry efforts.

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Osteoarthritis Corporate Memberships Explored

One of the most vital connections to form within a U.S.-focused go-to-market plan is with industry organizations. There are professional organizations for every practitioner type and medical condition in the U.S. market (direct organizations and adjacent organizations featuring related professionals).

These societies bring together key opinion leaders and market influencers. As a result, building strong relationships among members is critical to gain industry support.

Biosplice is currently a corporate member of the Osteoarthritis Research Society International (OARSI) and the International Cartilage Regeneration & Joint Preservation Society (ICRS). Memberships are pay-to-play and include various benefits for companies.

OARSI membership starts at \$10,000 for one year. Multiple branding benefits are included to aid developers in forming strong awareness amongst industry professionals. For ICRS, benefits include logo placement on the OARSI website and newsletter, the potential for company leadership to join specific OARSI committees and task forces, invitations to exclusive council meetings, and access to the OARSI membership directory, among other core opportunities.

Obtaining access to a member directory can significantly benefit a targeted outreach plan. Early-stage biotechnology may not have the funding to afford corporate membership. Rather than paying for the membership benefits, developers can manually list and build prospective targets through online research. Either way, having access to an industry-specific list will help accelerate market awareness efforts.

During the study phase, developers can raise awareness about indications by delivering company news and clinical updates to professionals via email campaigns. Experts frequently seek to learn about industry trends and information, strengthening the potential for relationship-building. Start slow rather than bombarding prospects with communications and scaring them away. Content needs to be strategic and focused on what the receiver is interested in vs. just promoting your company.

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For example, a monthly newsletter compiling related (but non-competitive) industry news can be used to form relationships organically. Developers can feature a section within the newsletter with branded information (clinical trial updates or upcoming event attendance). The key is finding the right balance of content tailored to professionals and aligning with your brand goals.

Industry Event Attendance - Poster Presentations

Bioslice has presented posters to over 12 industry organizations since 2018. Bioslice maximizes awareness efforts for the professional community across the board by participating in smaller-scale meetings and larger events.

Presentations on Lorecivivint trials have been showcased to organizations, including the American College of Rheumatology (ACR), the International Society for Pharmacoeconomics and Outcomes Research (ISPOR), the Academy of Managed Care Pharmacy (AMCP), and the American Academy of Orthopaedic Surgeons (AAOS).

Developers must build relationships with multiple players that influence the adoption of the specified indication. By attending and presenting to differing go-to-market audiences, Bioslice is building credibility amongst various types of professionals that can hinder or accelerate market acceptance once FDA approval is granted in the long term.

Overall, building industry references in advance is critical for developers. Consider what decision-makers you will ultimately need acceptance from to commercialize your product once it is ready successfully. Professional industry organizations are once avenues that have contributed to Biosplice's initial success, like many other developers in the market. Following a similar approach and adjusting the actual tactical execution to your budget will serve as a strong foundation for local, national, and global market adoption.

- Content by the BDMT Global Team

If you are interested in potential partnerships and long-term relationships with the companies mentioned in this article or others in the U.S. and/or S. Korea, contact Suzy at sim@bdmtglobal.com.

Suzy Im



As the head of BDMT Global in Boston, Im focuses on accelerating the innovative transformation of global companies. She is a Professor of Marketing and a member of the Advisory Board at Emerson College. Im is also co-founder of Sponsors of the Future, a non-profit organization that leads corporate social responsibility, promoting neurodiversity and inclusion. As a well-known business developer and marketing strategist in the global field for over 20 years, Im merged the two critical global business functions of Business Development (BD) and Marketing Transformation (MT) for the first time. She was recognized for her innovative business model and contribution and received five consecutive awards in the U.S. including the North American Business Awards and TITAN Business Award 2022 in Biotechnology.

