

### Cubist Challenges

Numerous, diverse opportunities to evaluate

Heavy workload for the Corporate Development team

### GLG Research Solution

Tailored panels of high-quality contacts

Telephone consultations and custom surveys

Contract administration and payment processing

### Cubist Benefits

Faster initial triage of potential opportunities

Ability to assess more diverse opportunities

Deeper diligence on promising opportunities

Single-source solution for finding, engaging, and paying experts

Overall improvement in Corporate Development scope and efficiency

## Cubist: GLG Research Helps Cubist Reach for Next Blockbuster

“GLG Research has helped extend the scope of our Corporate Development team. In addition, the input we get from the experts in the GLG Councils gives us greater confidence that we are allocating our human capital to opportunities that have legs.”

—Aaron Pelta | Manager | Corporate Development | Cubist Pharmaceuticals

With headlines trumpeting a rise in drug-resistant “super bugs,” Cubist Pharmaceuticals’ 2003 launch of CUBICIN® (daptomycin for injection) met a pressing public health need. CUBICIN has proven effective against certain bacteria that had outsmarted traditional treatments, and has treated more than 250,000 patients to date for serious skin and bloodstream infections. In dollar terms, CUBICIN has been the most successful intravenous antibiotic launch in US history.

The CUBICIN success is enabling Cubist to address other unmet medical needs. The company discovers, develops, and commercializes novel antibiotics and other treatments for use in acute care environments.

### The Challenge: Finding the Next Blockbuster

To develop new business opportunities, Cubist relies in part on in-licensing—the practice of acquiring rights to develop and commercialize drugs controlled by other companies. In-licensing and M&A complement Cubist’s in-house discovery and development activity, and are expected to remain part of the lifeblood of Cubist’s business. Cubist’s Corporate Development team, in turn, has responsibility for identifying promising pipeline products, thoroughly investigating those products, and rejecting products that are not a good fit. “We are approached with many opportunities,” explains Aaron Pelta, Manager, Corporate Development for Cubist. “Although many hold promise, some are not worth pursuing for strategic or technical reasons. Just as important as the deals we do are the deals that we don’t do.”

The Cubist Corporate Development challenge is complicated by:

- Diverse product opportunities
- Urgency to identify the most promising deals for deeper analysis and potential action
- Heavy workload created by a high volume of opportunities

To address these challenges, the team draws on the expertise of primary sources—typically physicians in relevant fields. However, committing the necessary time to the process of finding, engaging, and contracting experts proved difficult for Cubist’s busy Corporate Development team.

## The GLG Research-Cubist Partnership

To expand its capabilities, Cubist’s Corporate Development team selected GLG Research. Through GLG Research, Cubist obtained access to:

- The GLG Healthcare Councils, a membership-based organization of more than 55,000 expert physicians, researchers, scientists, and healthcare-industry executives.
- A dedicated GLG Research Manager, who draws upon her familiarity with the GLG Councils and her industry expertise (including a doctorate in pharmacy) to help Pelta and his teammates leverage the GLG Research Healthcare Councils to solve their business problems.

## Making the Match

Once the GLG Research Manager receives a request from Cubist, she utilizes GLG Research’s relationships and proprietary search technologies to assemble a customized panel of relevant experts from the GLG Councils. The proposed Council Members confirm by email that Cubist’s selected topics are within their areas of expertise, and do not pose any conflicts for them.

Typically, Cubist’s GLG Research Manager assembles the expert panel within 48 hours. She then forwards the Council Members’ profiles, contact details, and comments to Cubist. Cubist selects Council Members with whom to consult, and GLG Research pays the Council Members for their time.

Through this process, GLG Research has eliminated many logistical barriers to expert consulting. “In terms of finding the right people, the success rate has been 75% or higher. There’s no doubt that, from a convenience and sheer logistics management perspective, working with GLG Research is much easier than finding experts on our own,” remarks Pelta. “GLG Research saves us time and effort in lining up experts.”

Pelta characterizes GLG Research client service as excellent. He emphasizes, “Our GLG Research Manager is knowledgeable and very responsive to our needs.”

## High-Quality Contacts

Pelta and his team use the GLG Councils to reach practicing physicians who can speak to their day-to-day experiences as well as key opinion leaders with highly relevant expertise. For instance, when evaluating an opportunity for a product used in the Intensive Care Unit setting, GLG Research facilitated phone consultations with a Council Member who authored the American Thoracic Society’s practice guidelines for the therapeutic area and who was well-positioned to evaluate the product and its feasibility.

## **“The GLG Council Members are of the highest caliber,” Pelta affirmed.**

“Working with GLG Research has allowed Cubist to expand the scope of opportunities that it evaluates. Pelta reports the change as follows: “Now, when Cubist meets a less familiar opportunity, we leverage the GLG Councils. And sometimes, when we do have in-house expertise, we use GLG Research-supplied experts to confirm hypotheses.”

Incorporating GLG Council Member input has become well integrated with the team’s evaluation process. Working with GLG Research enables Cubist to be confident earlier that an opportunity is worth committing our human capital towards, because we’ve had that early validation from the GLG Council Members.” As Pelta notes, “This is especially important for a busy team such as ours.”