



Case Study

Established mid-size biopharma company gained launch strategy and plan.



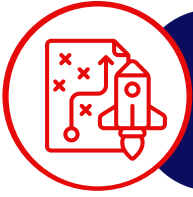
Client

The company had an asset that were studied in phase 3 in combination with other drugs in adult patients with newly diagnosed acute myeloid leukemia (AML).

Challenge

The client had limited launch experience to develop a launch strategy.

Approach and Methodology



Launch excellence Partners developed a comprehensive launch plan that addressed the following elements (not all inclusive) across all the different categories of stakeholders:

- 1 Executive Summary
- 2 Market Understanding (market, targets, competition, patient profile, patient journey)
- 3 Strategic imperatives
- 4 Objectives
- 5 Strategy
- 6 Implementation (including pricing)
- 7 Life Cycle Management
- 8 Supply & Demand
- 9 Business model (including resources)
- 10 Timelines
- 11 Financials
- 12 Risk and sensitivities
- 13 Key Performance Indicators

Results and Impact

The client was able to get their team on board to plan for the execution of the launch strategy.