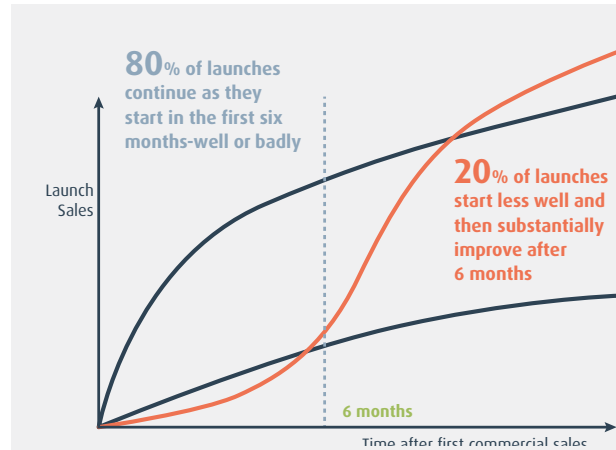


# Launch Excellence

## Your challenge



- **Post-COVID launches are underperforming**, compared to their pre-COVID comparators, with **evolving launch environments** not reflected in strategy & planning. **Market realities at launch may therefore be very different** from when key elements of the launch strategy (e.g. brand positioning) were first planned
- Success depends **on pre-launch preparation and planning** with the **first six months** after launch being **critical to determine success trajectory**. Analysis of past launches show that first 6 months of launch are critical to a product's long-term success. Few launches make significant improvements in market share trajectory after that period. While improvement is possible, it is rare, which illustrates the importance of proper launch preparation.
- **Lack of visibility, coordination and alignment** across functions are still common and result in **siload planning and a suboptimal launch**.
- **Key activities & milestones are frequently** missed or delayed vs. plan, causing critical knock-on effects. Increasingly complex launch environments (both internal



The **first six months of launch** is a critical time period which determines the long-term success of more than 80% of launches. This means that if a launch has a poor start, only 20% or fewer launches are able to significantly improve their launch trajectory and change their fate, reflecting the critical importance of the pre-launch phase and rigorous launch planning.

and external) require a **robust and tailored approach** to ensure a successful launch to maximize the value for the asset. In **fast-changing & crowded markets**, it is critical to **identify missing or delayed launch activities**, while **pressure-testing evidence planning** and **launch strategy** to optimize the value proposition and reflect latest market dynamics.

	Current approach	Incremental system needs	
1 Healthcare System Readiness	<ul style="list-style-type: none"> <li>• Focus on approval and access</li> <li>• Little early insight; engagement mostly close to launch, tactical, near term</li> <li>• Silo'd engagement</li> </ul>	<ul style="list-style-type: none"> <li>• Partnerships supporting systems to achieve their goals and address post Pandemic weaknesses and gaps</li> <li>• Deep understanding of local priorities</li> <li>• End-to-end facilitation of care pathways, pre-launch, to prevent bottlenecks across the system</li> </ul>	↑ Go early Go local Go detailed ↓
2 Content driven Interactive Engagement	<ul style="list-style-type: none"> <li>• Multichannel engagement with HCPs</li> <li>• Medical affairs separate and tactical</li> </ul>	<ul style="list-style-type: none"> <li>• Omnichannel, orchestrated, preference-led</li> <li>• On-going stream of highly relevant content</li> <li>• Succinct delivery to reduce physician overwhelm</li> <li>• Non-promotional MSLs building early insights, relationships and system partnerships and orchestrating integrated evidence planning</li> </ul>	
3 Evidence Requirements	<ul style="list-style-type: none"> <li>• Evidence production to gain approval and access</li> </ul>	<ul style="list-style-type: none"> <li>• Multi-stakeholder integrated evidence strategy</li> <li>• Produced for all stages of the product lifecycle</li> <li>• Demonstrate holistic impact across the system</li> <li>• Incremental benefits over SoC highly relevant to patients, payers and systems</li> </ul>	



## Our Approach



**Being your partner** in the pre-launch preparation early on to help you identify possible gaps and IWIKs (I wish I knew) in time to allow proper action before launch. This is being conducted in 2 steps: a 1h intake meeting and a 4h workshop at client site.



### 1h Intake meeting

- To brief IM Associates about the context of the launch (Therap. Area, timelines, status)
- To collect the required input for IM Associates to prepare the Go-To-Market workshop
- Sharing information of both parties (IM Associates and client will be key to strive to a qualitative outcome)
- Manage expectations of the workshop and define who of both parties need to be present



### 4h Workshop

- Customized workshop prepared by IM Associates based on the information received during the intake meeting
- Conducted by experienced moderators in GTM strategies



### Go-To-Market plan

- Identify **retrospective planning of activities needed in a successful GTM strategy** and benchmark your readiness versus IM Associates's launch excellence framework
- By conducting a 4-hour interactive workshop a road map and checklist will be constructed jointly, reflecting your current situation
- This all to define together next actions completed with support and guidance on the potential execution of the plan



### Go-to-market workshop

Get a detailed view on the needed activities in a successful launch adapted to your current situation and timing related to the launch. This to enable you to optimize your go-to-market strategy with a concrete plan of execution supported by a well-established framework

*\*Sharing of (sensitive) information can take place via an IM Associates protected platform and will be treated confidentially and will only used by the people involved in the project for the sole purpose of the project.*

## What can you expect?

- a tailored and comprehensive cross functional launch retro plan up to 24 months before launch (L-24) until launch (L-0)
  - + with focus on the priority activities with defined timelines / milestones / appropriate research questions that need answering/appointment of functional owners etc.
  - + while leveraging inputs from IQVIA Launch Excellence framework, launch experts, functional experts, therapy area experts
  - + along with the client cross functional team (Marketing, Medical, Price & reimbursement managers, etc.)
- a status update across the various planned & defined milestones
  - + what is done, work in progress or needs to be started?
  - + list what questions can be answered with 'in house' available data versus what needs to be unraveled via external data sources.
- a client pressure-test of the launch activity planning (i.e. are you doing the right things?) and the quality of key deliverables (i.e. are you doing them right?) to ensure launch success via timely execution of key activities



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