

Successful product launch in the pharma sector

Workshop

Confidential

April 2016

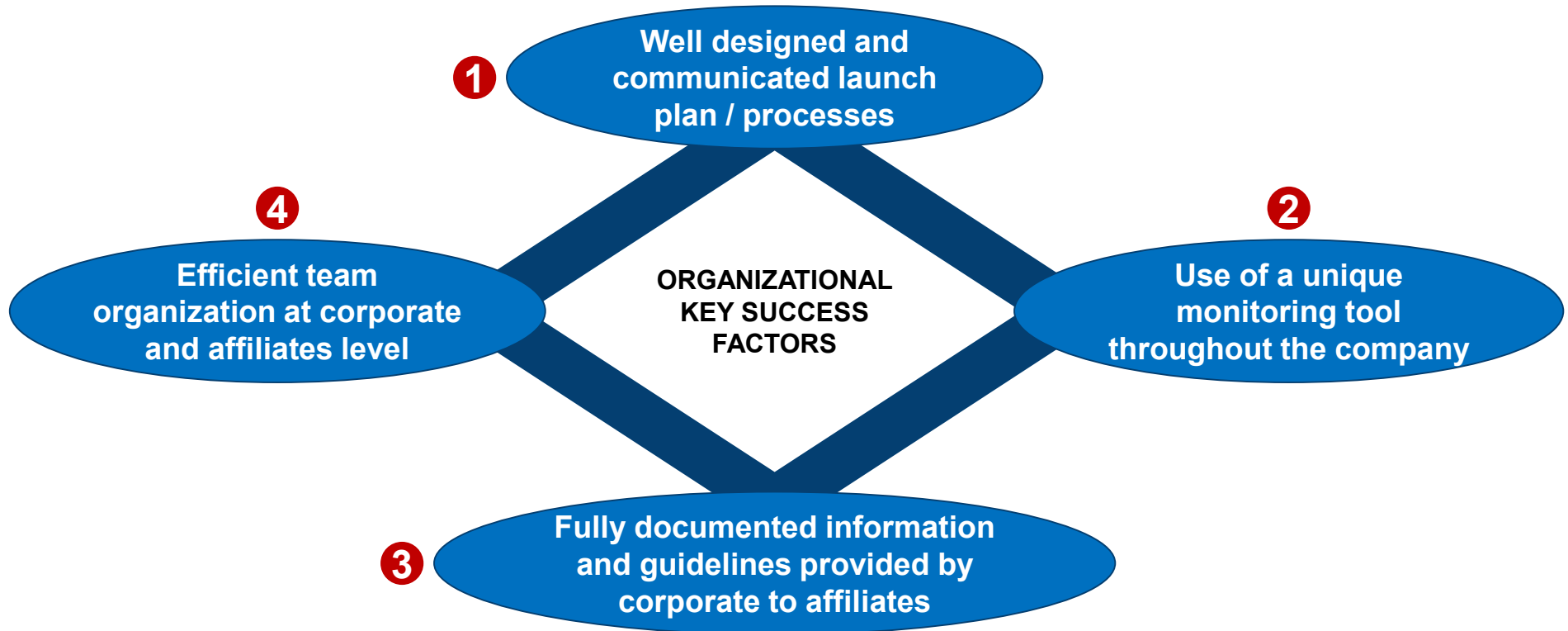
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1. Introduction

A successful global launch relies on four key success factors related to organizational aspects

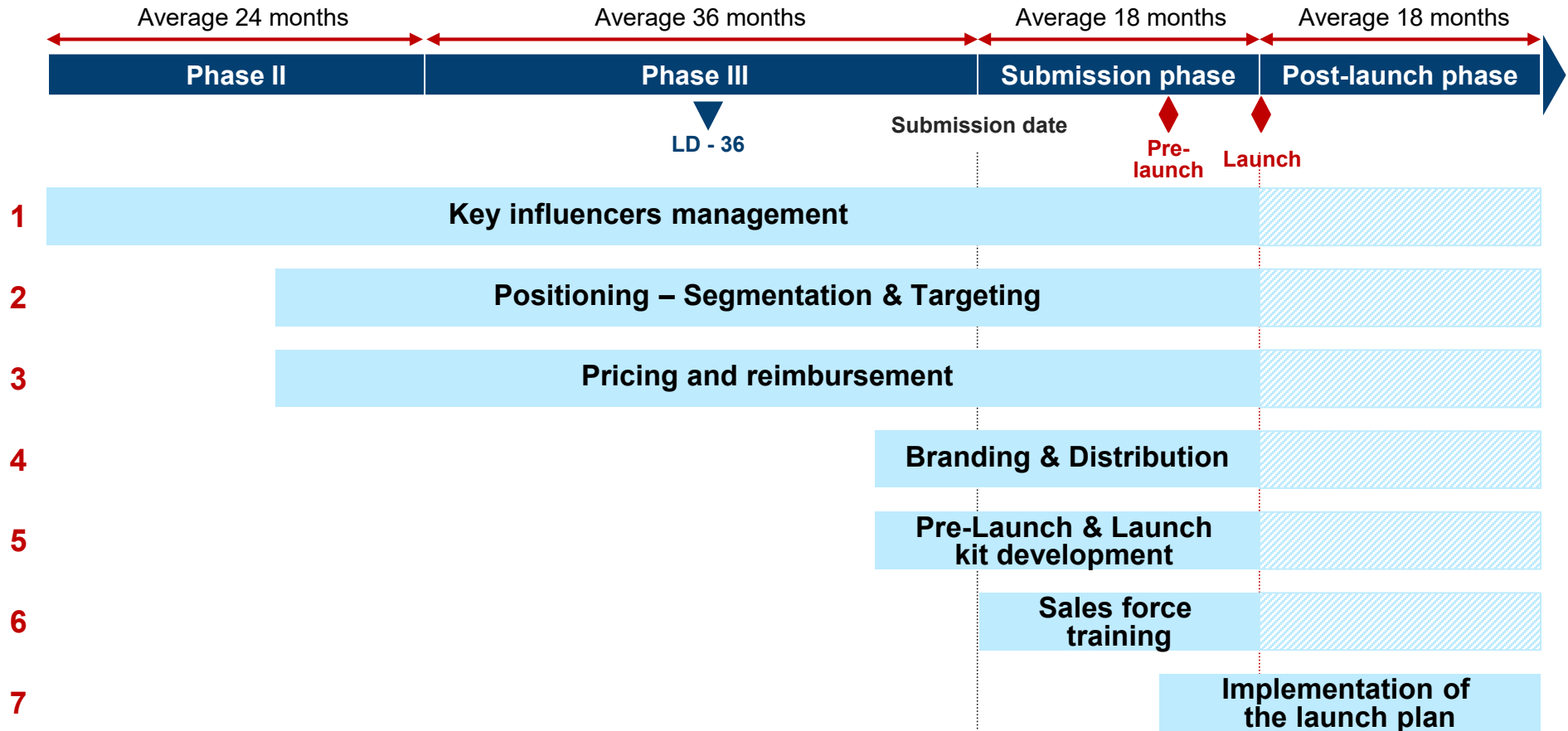
Key success factors



2. Key steps

Seven processes are critical for a global product launch and therefore require to be properly designed and communicated within the company

Launch plan / Key processes

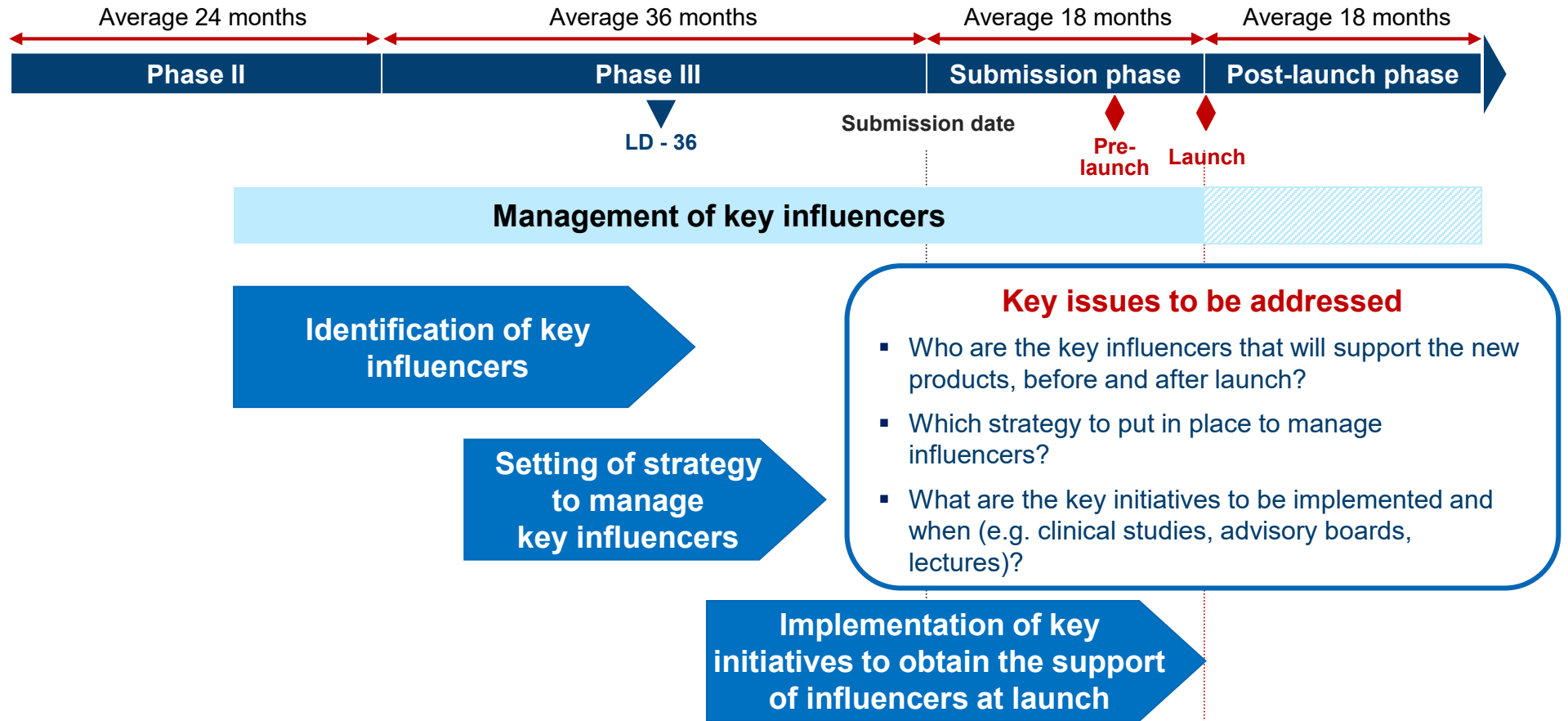


Sources: Smart Pharma Consulting analyses

2. Key steps

The management of key influencers is critical to the success of new products because they will help optimize the value perceived by the different stakeholders

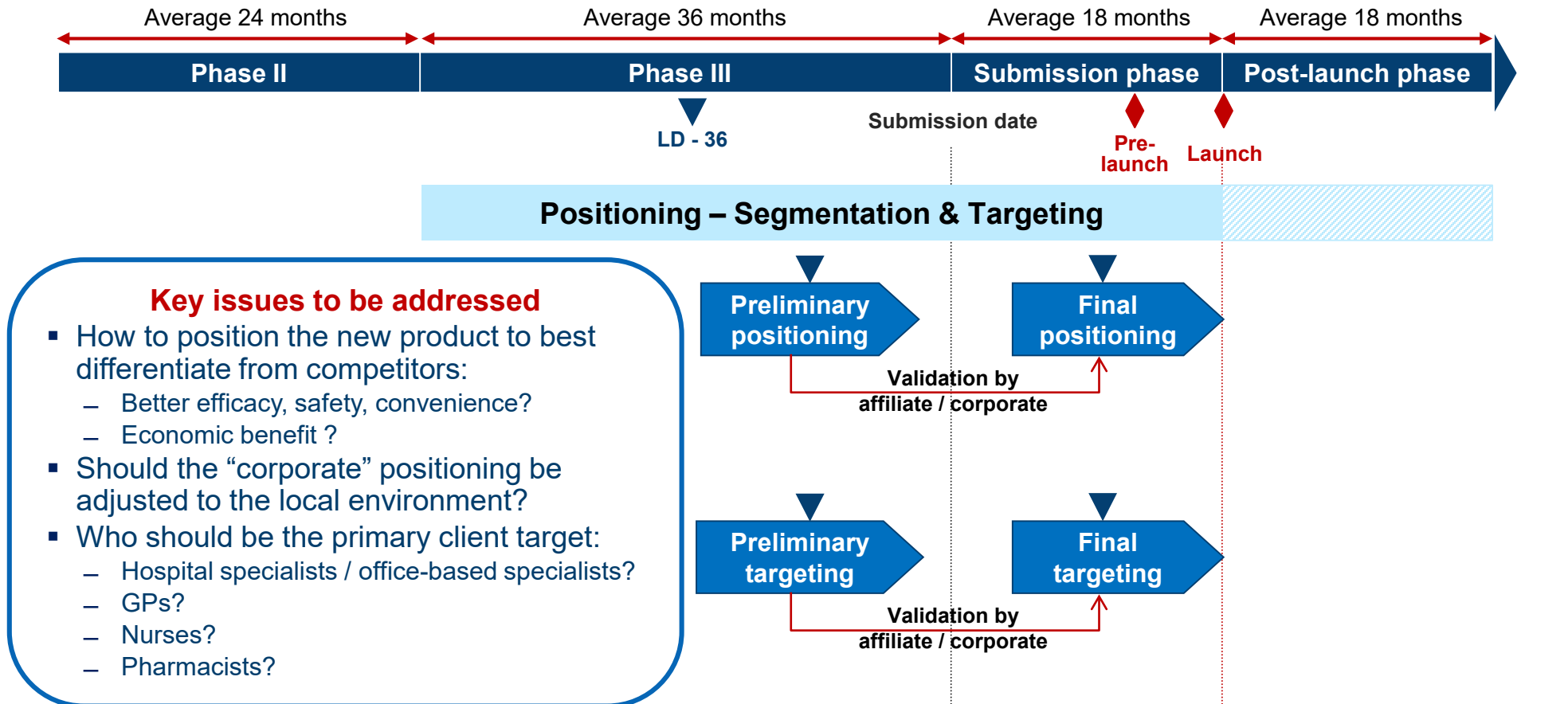
1. Key influencers management



2. Key steps

The positioning of the new product and the targeting of clients should be fine-tuned at affiliate level based on local regulations, competition, physicians and centers

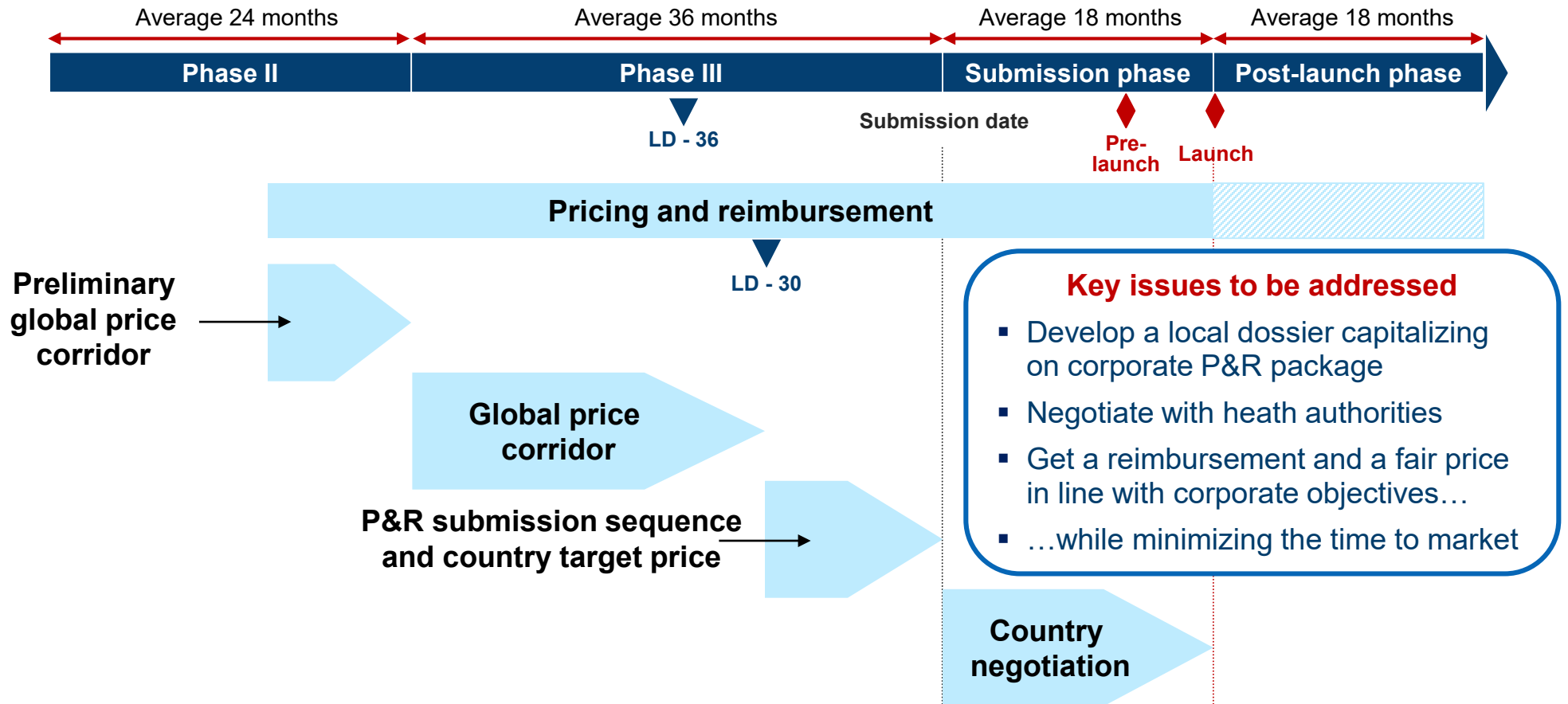
2. Positioning – Segmenting & Targeting



2. Key steps

The main objective of this process is to get access to reimbursement and obtain a fair price without impacting time to market

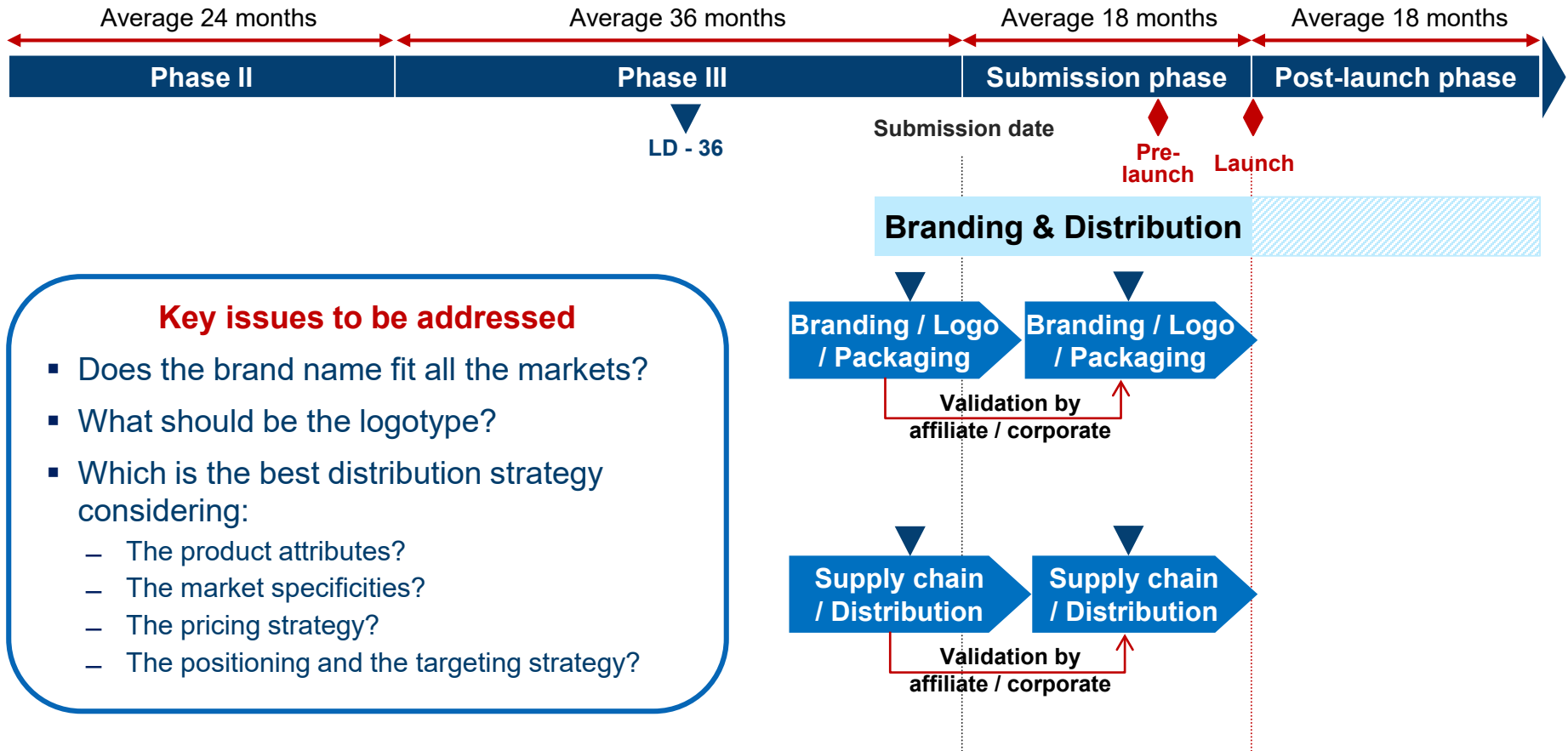
3. Pricing and reimbursement



2. Key steps

Branding, logotype and packaging may require local adjustments due to specificities in each market, and especially to local regulations

4. Branding & Distribution



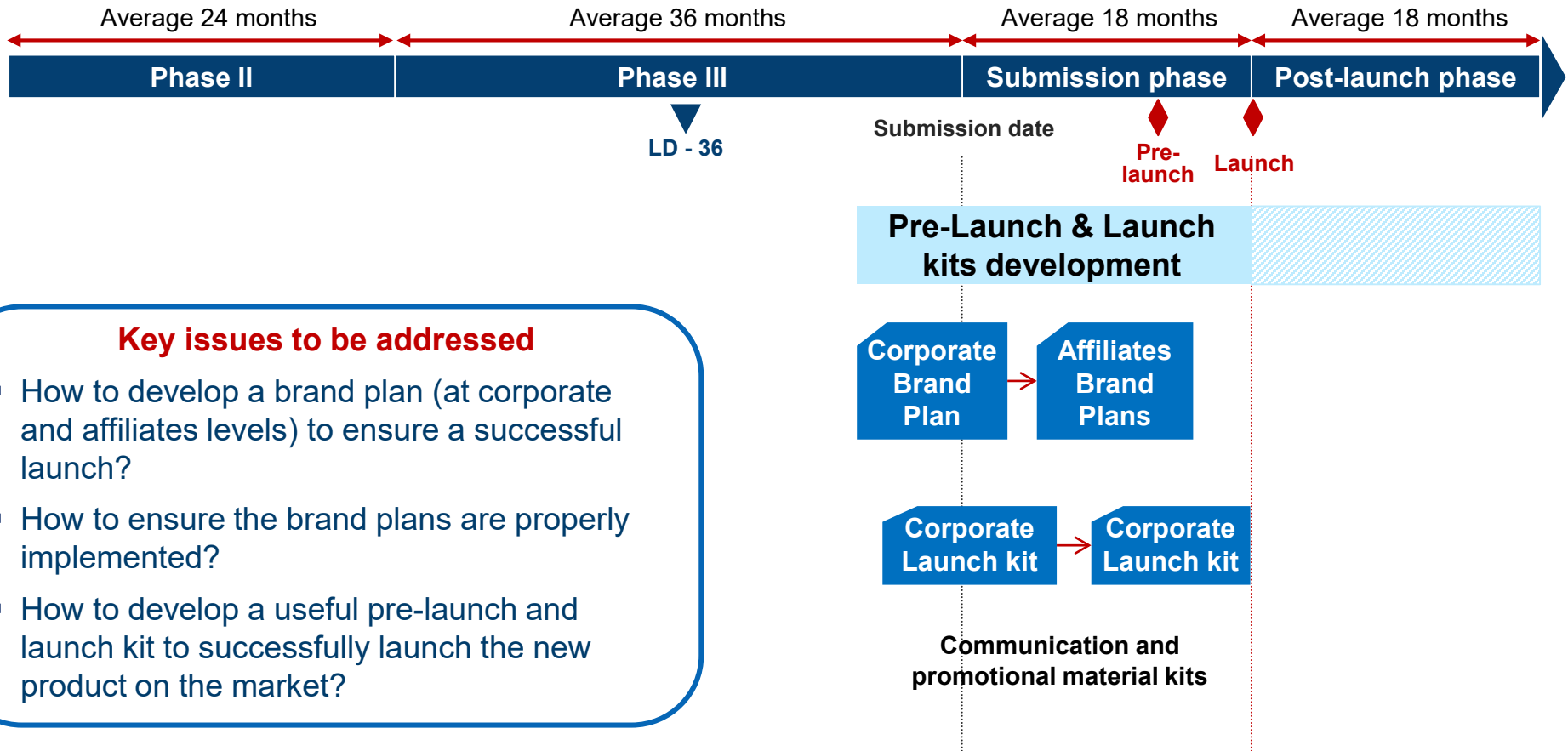
Key issues to be addressed

- Does the brand name fit all the markets?
- What should be the logotype?
- Which is the best distribution strategy considering:
 - The product attributes?
 - The market specificities?
 - The pricing strategy?
 - The positioning and the targeting strategy?

2. Key steps

Corporate should provide affiliates with a brand plan and pre-launch/launch kits early enough, thus enabling affiliates to efficiently prepare their launch

5. Pre-Launch & Launch kit development



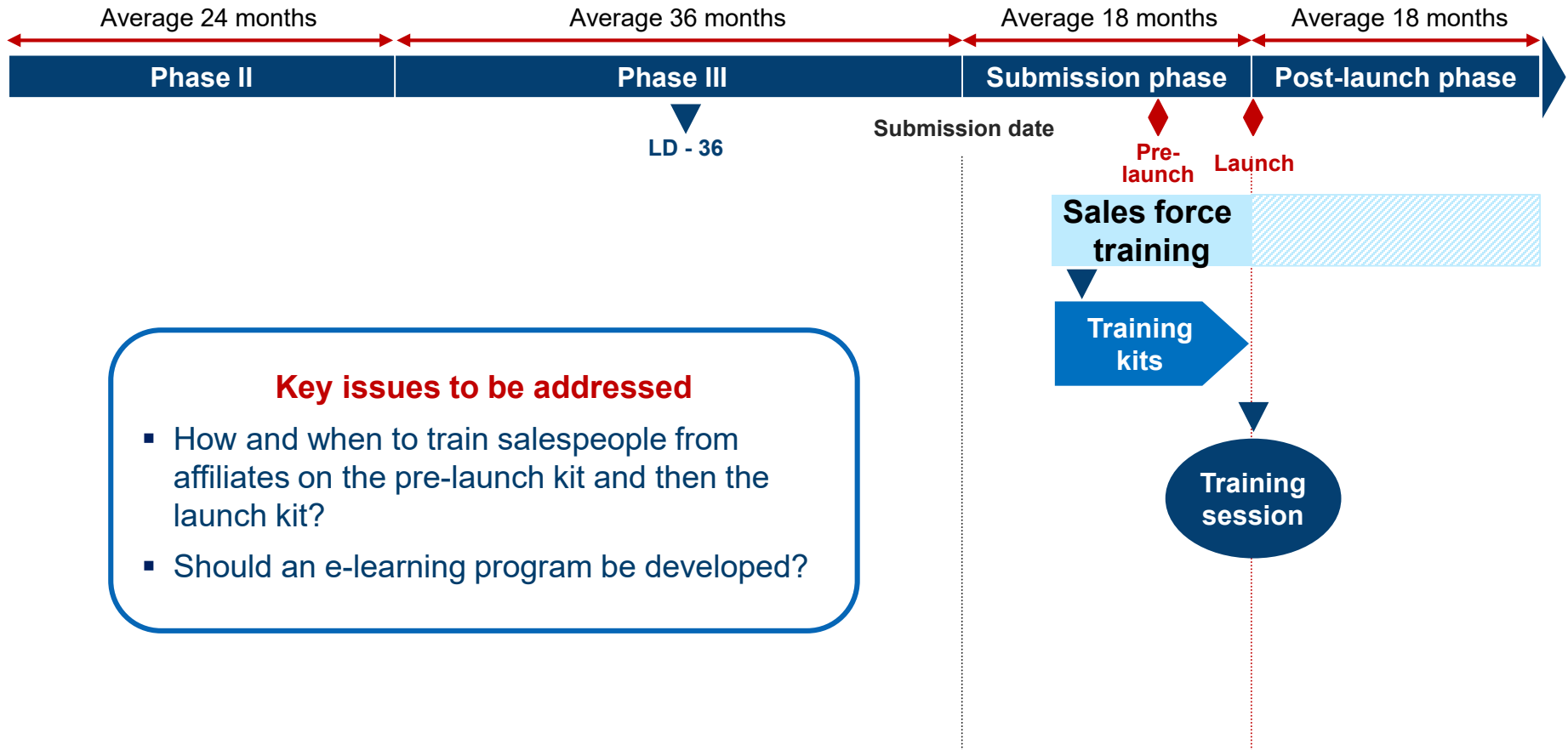
Key issues to be addressed

- How to develop a brand plan (at corporate and affiliates levels) to ensure a successful launch?
- How to ensure the brand plans are properly implemented?
- How to develop a useful pre-launch and launch kit to successfully launch the new product on the market?

2. Key steps

Training kits should be developed at corporate level and if required, customized by affiliates to make them more effective and relevant

6. Sales force training



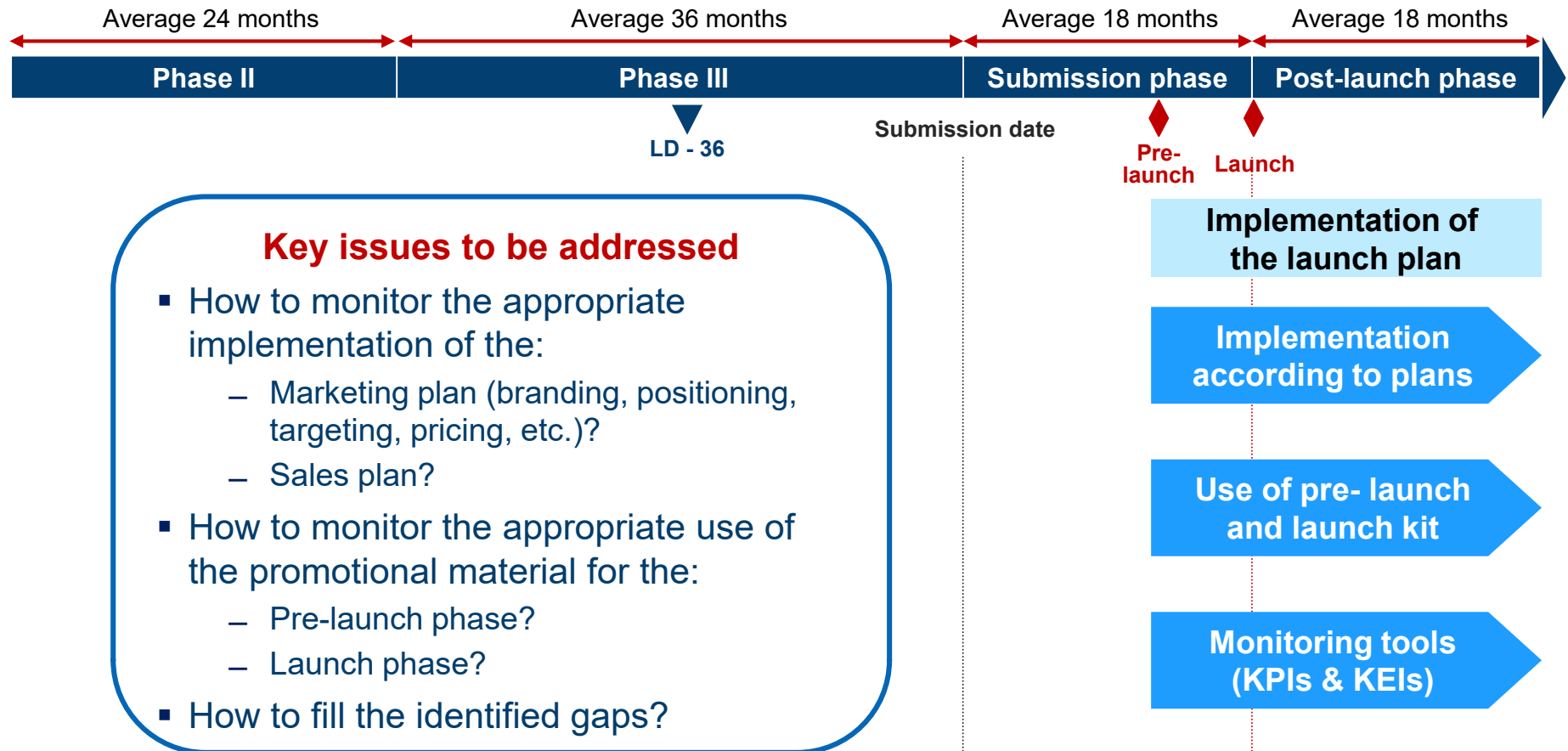
Key issues to be addressed

- How and when to train salespeople from affiliates on the pre-launch kit and then the launch kit?
- Should an e-learning program be developed?

2. Key steps

The careful monitoring of the implementation is key to make the required strategic and tactical adjustments as soon as possible

7. Implementation of the launch plan



Core capabilities

1 Strategy

- Assessing the attractiveness of markets (Hospital / retail innovative products - Vaccines - OTC - Generics)
- Growth strategy
 - Optimization of marketing / sales investments
 - Development of a company in the hospital market Business
 - Valuation for acquisition
 - Portfolio / franchise assessment
- Extension of product life cycle performance
 - Improvement mature products performance
 - Adaptation of price strategy
- Defense strategies vs. new entrants
- Competitive strategies in the hospital market
- Strategic partnerships companies / pharmacies

2 Management

- Facilitation and structuring of strategic thinking for multidisciplinary product teams
 - Key challenges identification
 - Strategic options formalization
 - Resource allocation optimization program
- Training of marketing and market research teams to sales forecast techniques (modeling and scenarios development)
- Development and implementation of a "coaching program" for area managers
 - Sales reps coaching
 - Regional action plans roll-out
- Development and implementation of a "sales techniques program" for sales forces (STAR¹)

¹ Sales Techniques Application for Results (training course)



3 Organization

- Rethink of operational units organization
- Improvement of sales force effectiveness
- Improvement of the distribution channels covering the hospital and retail markets
- Development of a strategic planning process