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New Product Penetration: Understanding & Accelerating New Product Uptake

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Abstracts

'Action is power'

This advice is increasingly relevant for pharmaceutical companies when it comes to shaping the uptake curve of new products in today's evolving markets.

With rapidly changing market factors, new opinion leader groups and the importance of a product's clinical-economic benefits, finding effective ways to keep pace with these changes is critical. However, many pharma companies are not aware of this, and remain complacent about taking appropriate action.

In New Product Penetration: Understanding & Accelerating New Product Uptake, FirstWord Dossier reviews the differences between complex pharmaceutical adoption curves versus simple textbook bell curves. It identifies the latest key drivers and barriers to new product penetration. The report also examines strategic tactics that big pharma are now using to improve their uptake curves.

Report Overview

New Product Penetration: Understanding & Accelerating New Product Uptake summarises the key issues around this important subject. It includes exclusive feedback from in-depth interviews with experienced directors from leading pharmaceutical companies. The report discusses examples of pre and peri-launch tactics companies are using to improve product adoption. It also outlines key questions that you should consider when looking to increase your new product uptake.

Key Report Features

Views from global marketing directors of leading pharma companies

Various tactics to help develop and deliver rapid product uptake

The need for combined clinical and economic product benefits

The importance of segmenting the market at a clinical, payer and patient level

Structural company changes to improve new product penetration

The role of non-traditional KOL groups in securing market access

Coordination of cross-functional and geographic launch activities

Actions that big pharma companies are taking to improve product uptake

Who Would Benefit From This Report?

This report will be of value to pharma directors and managers with responsibilities in the following areas:

Market access

Marketing

Business development

Brand marketing

Sales management

Pharmacoeconomics

Clinical research development

Corporate communications

Key Opinion Leader liaison

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Patient Advocacy liaison

Medical affairs

Key Questions Answered

Why is the current environment for pharma product uptake so complex?

Which mechanisms have companies adopted to accelerate new product uptake?

Why issues to support rapid uptake remain unresolved?

Which pre and peri-launch steps can effectively raise product uptake?

How can Phase III trial design affect the uptake of new products?

Which non-traditional KOL groups are now swaying rapid product uptake?

How do the clinical vs. economic benefits of products affect growth curves?

When should you define a product's overall value for your target markets?

Key Benefits

Understand the multiple factors that affect new pharma product adoption

Hear the tactics that industry leaders recommend to improve uptake

Recognise unresolved issues that still affect rapid product uptake

Prevent and avert internal and external issues that delay market access

Review a checklist of key questions to ask when aiming to raise product uptake

Identify ways to shape the target market uptake of your new products

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Key quotes

“Stalled or uneven product uptake is a classic sign of a lack of strategic segmentation,”
– Bhupendra Patel, executive director, global marketing, Johnson & Johnson.

“The way we launched in the past, with a good premarketing campaign and a major launch strategy, doesn’t works very well now because payers and governments have put up so many barriers in getting access to the market,”
– Stephen Lewington, senior director global marketing & medical affairs, Almirall.

“The old, functional way of working created internal barriers to resource allocation. It prevented us from looking at the bigger picture. But the new market-based company structure has been a huge way for us to really accelerate market uptake,”
– Uday Bose, European head of oncology, Eisai.

“Market access strategy can make a lot of difference to speeding up adoption. It's no longer enough, of course, for a product to be approved; somebody needs to pay for it,”
– Ashwin Dandekar, senior vice president, Campbell Associates.

“Key opinion leaders were once synonymous with clinical professionals but this is now a much broader category. The KOLs of the patient advocacy groups have become very influential, and they will be directed by products to help their constituency,”
– Ian Talmage, senior vice president, global marketing, Bayer.

Expert Views

Ian Talmage, senior vice president, global marketing, Bayer

Bhupendra Patel, executive director, global marketing, Johnson & Johnson

Uday Bose, European head of oncology, Eisai

Stephen Lewington, senior director global marketing & medical affairs, Almirall

Philippe Ghem, vice president, global brand lifecycle management, Grünenthal

Ashwin Dandekar, senior vice president, Campbell Alliance

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EXECUTIVE SUMMARY

ABOUT THIS REPORT: METHODOLOGY AND THE CASE STUDY COMPANIES

INTRODUCTION: RESEARCH UNDERPINNINGS OF PRODUCT UPTAKE

Product uptake: Standard model
- Reflecting reality?
- Homogeneity of market connections

RESEARCH FINDINGS

What market factors are driving the need for accelerated uptake of new products?
What practices have companies adopted to accelerate the uptake of new products?
- Pre-launch activity
- Peri-launch activity
  1. The importance of strategic marketing fundamentals
  2. The role of market access
  3. The importance of implementation rigour
  4. KOL engagement
  5. Evolving sales and marketing models

What barriers to rapid uptake remain unresolved?
1. Product and proposition development capability
2. Marketing capabilities
3. Regulatory and compliance issues
4. Internal barriers

DISCUSSION AND RECOMMENDATIONS FOR PRACTICE

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