

# Pharma Product Launches: Strategies for Success

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## Abstracts

### Failed launches.

It sounds a bit harsh, yet when it comes to new product launches, that has increasingly been the pharmaceutical industry's experience since the recession.

A tighter economic climate, shifting dynamics from prescribers to payers and increased generic competition have all meant that not only are there fewer pipeline drugs, there are fewer successful product launches. And those that do launch are not sufficient to contribute to market growth or even replace revenue from off-patent drugs.

### Report Overview

In *Pharma Product Launches: Strategies for Success*, FirstWord looks at how successful launch strategies can place pharmaceutical companies in a strong position, despite the weak market. The report, based on expert interviews and case studies, explains how and when to initiate launch planning and stakeholder engagement, the importance of creating pre-launch awareness and the importance of product differentiation. In careful detail, the report outlines the key elements of launch programs and highlights the opportunities—and challenges—that the industry faces in launching a new drug in primary care and specialty markets.

### Key features

Overview of the changing pharmaceutical landscape and how challenges will affect future product launches

Breakdown on initiating launch planning and successfully implementing launch

strategies

Discussion of the importance product differentiation

Case studies detailing product launches for both primary care and specialist markets

## **Key Benefits**

Detailed outline of the key elements of launch programs

Expert insight into how and when a successful launch planning should be initiated

Case studies on successful and failed product launches

## **Key Questions Asked**

What are the key challenges in the 'launch space'?

Despite shrinking launch options, what are the windows of opportunity?

What are the six pitfalls of product launch strategies?

What are the roles of the cross-functional team and engaged stakeholders?

How medical affairs are playing an increasingly important role in product launches?

## **Who Should Read This Report**

Product launch teams

Marketing and brand management

Medical affairs

Consultants

## **Key quotes**

“Pharma companies need to excel at both product strategy and launch strategy. The former is concerned with positioning, differentiation, access and clear message. The latter is about driving awareness around unmet medical need, creating anticipation and ensuring an integrated strategy.”

– Doug Moore, Life Sciences Marketing and Sales Consulting Leader, Capgemini Consulting

“Companies in the early stages of development of the launch will have to ask themselves, ‘Are there specific segments within the patient population-- the overall market, the overall patients with this disease that they should be looking to demonstrate differentiated value in?’ This requires a mindset change for companies because the historical paradigm for the primary care sector, at least, has been that you try and go for as many patients as possible.”

– Sarah Rickwood, Director, European Thought Leadership, IMS Healthm

“The key distinction to a successful launch is: does the company have a fully integrated medical affairs and MSL team?”

– Dr. Samuel Dyer, CEO, Medical Science Liaison World

## **Expert Views**

Doug Moore, Life Sciences Marketing and Sales Consulting Leader, Capgemini

Thomas Forissier, Principal at Capgemini Consulting

Evgeny Kobin, independent consultant, former Associate Director Global

Marketing, Afinitor at Novartis Oncology

Sarah Rickwood, Director, European Thought Leadership, IMS Health

Simone Seiter, Country Global Lead Launch Excellence, CoE Leader, Brand & Commercial Strategy, IMS Health

Dr. Samuel Dyer, CEO of Medical Science Liaison World

## Contents

### **EXECUTIVE SUMMARY**

### **INTRODUCTION**

### **CHALLENGES IN THE LAUNCH SPACE**

- Regulatory challenges
- Shift in prescribing power
- Strong competition in the primary care market
  - Options available

### **IMPORTANCE OF HAVING A SOLID LAUNCH STRATEGY**

### **PREPARING FOR LAUNCH**

- When to Start
- Need for a coordinated cross-functional team
- Engaging with stakeholders
  - Payers
    - What payers want?
    - When to initiate payer engagement?
  - Patients
  - Physicians
- Segmenting stakeholders
- Pre-launch awareness
  - Role of medical affairs

### **FIRST CRUCIAL SIX MONTHS**

### **LAUNCHING A 'ME-TOO' DRUG**

- Product differentiation
  - Case study – unsuccessful launch of a 'me-too' product
  - Case study – successful launch of a 'me-too' product
- Lack of drive and resources
- Pricing

## **LAUNCHING IN SPECIALIST MARKET**

Case study – Oncology

Case Study – Multiple Sclerosis drug

## **POST LAUNCH SURVEILLANCE**

## **ACKNOWLEDGEMENTS**

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