

# Trends and Innovations in Lifecycle Management

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## Abstracts

Trends and Innovations in Lifecycle Management (LCM) presents business-critical insights for strategic planners and marketers based on the opinions of eight leading pharma industry, legal and consulting experts. Gain insights on current LCM practice and learn from their practical experience to understand key considerations for developing, establishing and managing an effective lifecycle management (LCM) strategy.

With the regulatory complexity and cost of bringing new drugs to market soaring, it is critical that pharma companies fully max out returns from their product portfolios. LCM has for many years been employed in the latter part of a products life to extend the patient base and add features such as controlled release versions or new formulations. But the biggest wins have come from expanding the number of indications, protecting brands not just from generic competition but from new competitor entrants as well.

Too often, however, LCM planning and execution has been left too late, resulting in products failing to meet their full commercial potential. Successful LCM strategy starts even before the product is launched and anticipates, rather than reacts to, changes in the market.

Trends and Innovations in Lifecycle Management offers unique expert insights into how you can employ a successful LCM strategy for maximum impact.

### Get Answers to Key Questions

When should LCM planning start - and why?

What LCM factors need to be taken into account during late phase trials?

How can you manage and adapt your LCM policy as your brand evolves?

How will engaging and learning from payer and clinical stakeholders pay dividends?

Organising LCM within a company – product management, dedicated teams or cross functional groupings: what is the optimal structure?

Why does building and sharing market data and analytics play a pivotal role in keeping your LCM strategy on track?

How can you measure and assess the outcomes of LCM?

How can you adapt your LCM strategy for national and international markets?

How do you challenge often short-term and conservative corporate attitudes toward LCM and develop the LCM strategy that alligns with your brand's needs, and the needs of the company?

## Top Benefits

Understand the key considerations for development, establishing and managing an effective lifecycle management strategy

Learn from case histories and market examples of best-in-class LCM practice

Challenge short-term and conservative thinking in your organisation

Pioneer the establishment of good LCM practice in your organisation or brand team

Establish with colleagues a proper LCM management structure to ensure the widest expansion of relevant LCM solutions

Identify the critical “must have” elements around LCM organisation, research, stakeholder dialogue, market data, analytics and LCM measurement

## Experts Interviewed

Global brand director at a European pharmaceutical company

Director of global marketing at a global pharmaceutical company

Chief patent counsel at a major pharmaceutical company

LCM director supply chain at a major pharmaceutical company

Director of LCM at a top 10 pharma company

Director of LCM at a global pharmaceutical company

Industry expert

Industry consultant

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