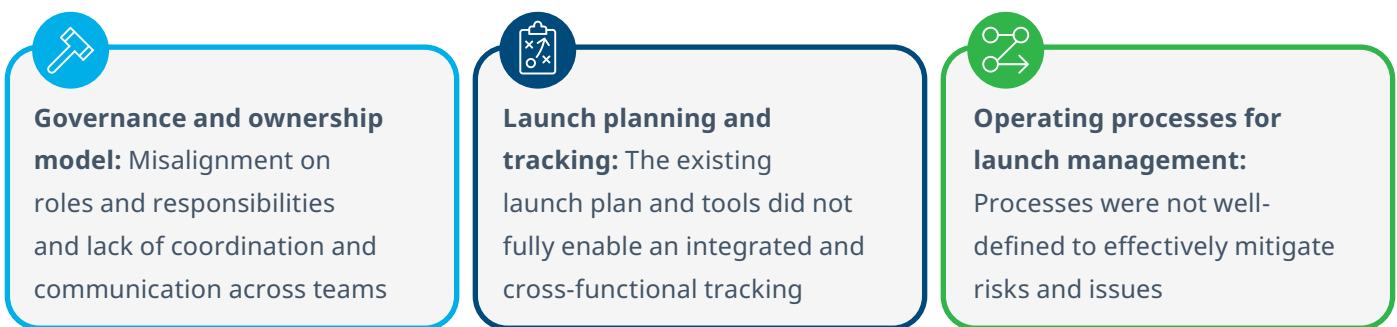


# How Emerging Biopharma Companies Can Successfully Launch Their Asset

*IQVIA launch excellence framework to support an emerging pharma company in launch planning and readiness*

## The challenge

**Improving governance and operating model to enhance launch effectiveness**

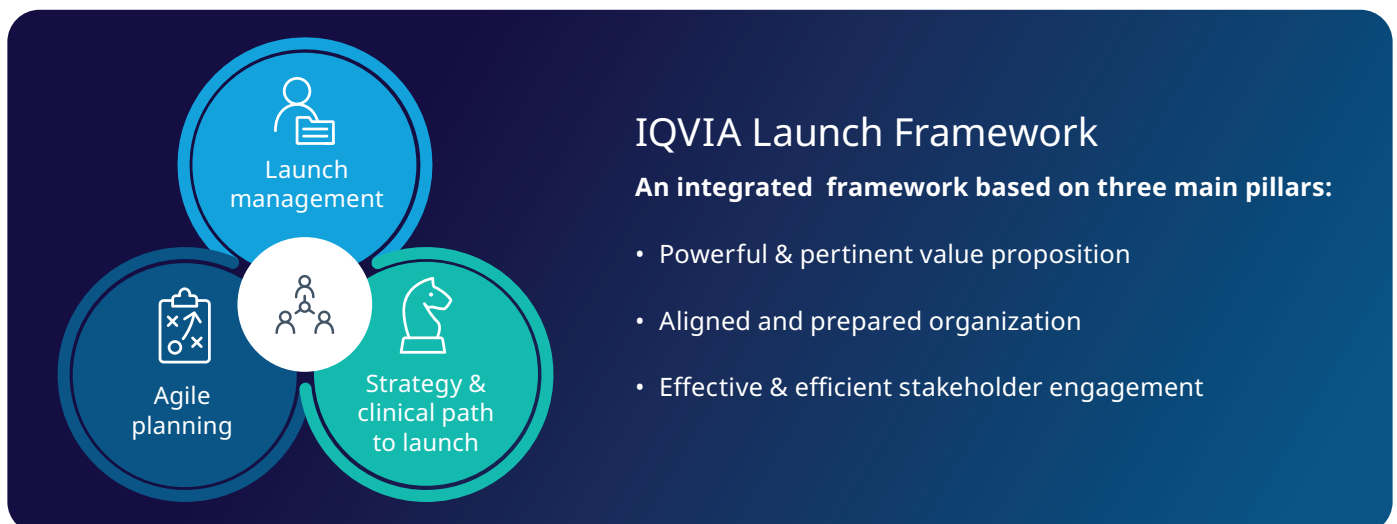


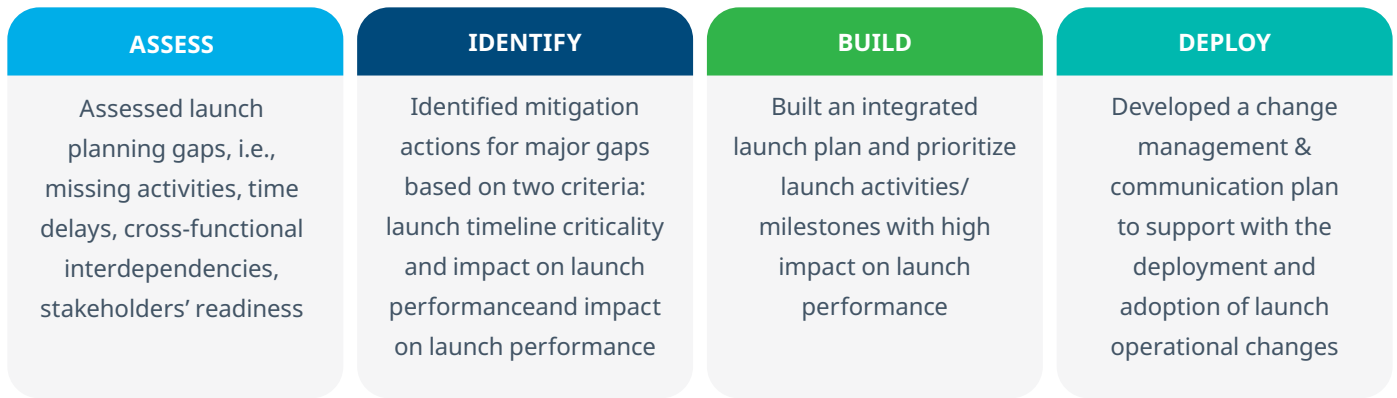
## The solution: Integrated launch framework

**Leveraging the IQVIA launch excellence framework to support a cross-functional launch planning and execution**

IQVIA worked with an EBP company to develop a detailed launch plan by leveraging the IQVIA launch excellence framework. Because EBP companies lack the resources of large pharma for pre-launch preparation, they typically start later on launch preparation and require a tailored and pragmatic prioritisation. Therefore, a matrix was built to prioritise launch activities/milestones based on the impact on the launch performance and timeline criticality. The result was a slimmed down, simplified framework, focused on the essentials for an effective launch preparation.

From a change management and communication perspective, the first focus was on people alignment on roles and responsibilities. A change management and communication plan were developed to support with the deployment and adoption of launch operational changes.





## The results

### Deployed an integrated launch plan with tailored risk mitigation processes



A Launch Excellence toolkit including a detailed launch plan, with cross-functional launch activities and key resources and interdependencies, was deployed to the launch team. This was accompanied by a change management roadmap to address people and organisational challenges that are intrinsic to the DNA of EBP companies, necessary to support the execution of a successful launch.

*“IQVIA delivered invaluable support in preparing our organization for a critical new product launch. Their work helped clarify roles, responsibilities, and decision-making across our regional, global, and cross-functional teams. They enabled us to track all workstreams in a coordinated way, ensuring readiness for a successful launch. Their expertise in launch excellence frameworks was instrumental in pressure testing our plans and processes. We are grateful for their partnership in this high-stakes initiative.”*

— Head of Commercial, EU CA JP

*“The updated launch framework has successfully clarified the various workstreams, roles, responsibilities, and interdependencies among critical tasks, significantly enhancing transparency and understanding in the launch planning process”*

— Regional Strategy Lead EU, JAP, CAN

*“The IQVIA team has delivered a clear launch framework, great insight on mitigation actions for the current launch situation, with professionalism and outstanding support”*

— International Launch Excellence Lead

# Key success factors

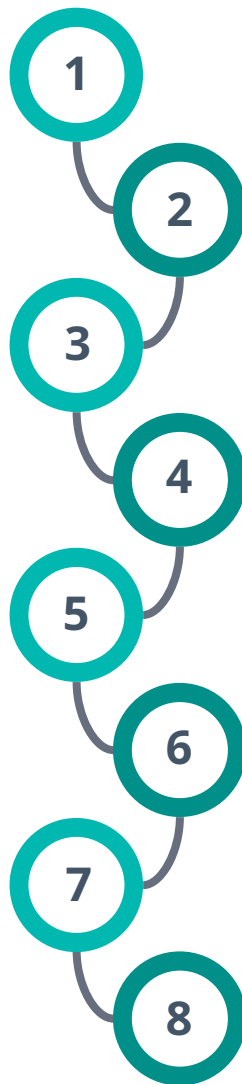
## Key success factors for EBP to launch successfully their asset

**Target the right therapeutic area:** EBP companies have more successful launches in therapeutic areas where products are first to market and with no or limited competitive therapies or absence of standard of care.

**Well-defined value proposition:** Defining a clear value proposition is a critical milestone for launch success and impact on many pre-launch activities (e.g., integrated evidence strategy, stakeholder engagement) including the development of a common vision and strategy.

**Evidence dissemination:** A well-designed, thoughtful evidence generation strategy is central to launch success, but if the evidence is not communicated to the right stakeholders, through the right channels, its impact is reduced.

**Launch expertise and skillset:** EBP companies have experimented functional resources that are excellent in their functional activities, but very often operational and launch excellence resources are limited and have a significant impact on the overall operational effectiveness.



**Build external capabilities through collaborations and partnerships:** EBP companies have lean resources and limited capabilities that generate significant delays in the completion of key launch activities with high impact on launch performance and should build strong collaborations and partnerships to fill out capability gaps.

**Integrated evidence plan:** Budget & time constraints require robust decision-making methodologies to avoid inefficient use of resources.

**Efficiency in pre-launch planning:** EBP companies undertake launch activities significantly later than big pharma companies. We observed at least one year of delay to complete similar launch activities due to budget constraints and long decision processes.

**Change management and communication:** change management and communication should be deployed alongside the new processes, launch plan or other operational changes.

[READ MORE – IQVIA WHITE PAPER; From Orphan to Opportunity: Mastering Rare Disease Launch Excellence](#)