



Regional Launch Team Collaboration

A Case Study Detailing IE's Collaboration with a Regional Launch Team to Build a Cross-Functional Launch Plan and Develop the Team with a Focus on Key Strategic Areas

 SIMPLY DELIVERING
 LAUNCH EXCELLENCE

CLIENT

Headquartered in the US, this company is a leading global biopharmaceutical company with a goal to create first-in-class and best-in-class therapeutics and a growing diverse portfolio to support this ambition.

NEED

With the organisation looking to launch their 1st product into a competitive oncology market space, the need for an effective launch plan was clear. Although a global launch plan was being developed, given the complex nature of the European market, the EU regional team wanted to be proactive in their preparations. At the time that IE started discussions, they were 3 years from launch and starting to pull together the early commercial team needed to build and deliver a cross-functional launch plan for their market.

SOLUTION

IE's senior team initially discussed, with several key stakeholders of the regional team, the stages needed to optimally support the development of the launch framework. The following 3 phases were agreed:

1. Internal Fact Find to explore market, brand and organisational priorities, frustrations and opportunities,
2. Facilitation to develop a detailed cross functional EU launch plan based on the results of the fact find,
3. Incorporation of the plan into an agile platform solution which would allow for both regional and affiliate launch plans to be simultaneously accessed, and progress updated in real-time.

ACTIONS

During Phase 1, IE presented insights from the internal fact find as part of a 1 day workshop. This insight brought the EU team closer together as they realised the opportunities and frustrations were shared and aligned and they could move forward with a new sense of focus.

This collaborative environment was carried into the next session when we developed the strategic imperatives for an overarching launch plan framework. The initial framework included key milestones, and initial considerations for KPIs which included outputs that the team felt important for their ambition of successful launch.

The resulting framework developed in Phase 1 provided a shared understanding of the priorities and workload and in turn gave a renewed focus around the critical activities which would make a successful launch. With this renewed energy and motivation, the team moved onto Phase 2.

Leading into phase 2 of developing a detailed plan based around the initial strategic framework, the IE team worked alongside the core EU regional product team to provide an objective sounding board to internal ideas and stimulate thinking by sharing best practice and approaches adopted by other, similar and larger sized organisations. IE then facilitated and input into several EU and country meetings to further support the build out of the detailed launch plan. This concluded with a 2 day workshop with the country leads and members from the marketing, market access, medical and regulatory stakeholders to share thinking and discuss the dynamics of the content required to deliver a successful, integrated launch plan.

RESULTS

During discussions at the Phase 2 workshops, it was recognised that further work needed to be done internally regarding the internal cultural components needed to deliver on the agreed launch plan. As a result, a new internal programme has been set up with new appointments to lead the detailed components of the plan based on the launch ambitions realised within the team. This came from the acknowledgement of the collective ambition for a best in class launch and therefore the need to increase resource of the 'right' people with specialist skills in order to achieve delivery of the plan content within the timescales. This work is being done in parallel with the preparation to implement the resulting launch plan into a digital platform to allow efficient, real-time management of the launch delivery.

OUTCOMES

The plan development work done with the EU region has been recognised by the global team who now wish to also utilise IE's digital launch management platform, Ignite, to manage both the EU and Global launches of their product; at the time of writing, Ignite roll out is planned for Q4 2017.

Although IE was initially engaged to provide counsel on strategic development of the plan, we were also able to give focus on the tactical and cultural capabilities needed for the agreed ambition, while enhancing collaboration and communication across departments during the key stages of building a relevant and cross functional launch plan. The fact find activities and workshops brought out the need within the organisation to focus on their 'people' capabilities in addition to their 'plan' and 'platform' capabilities for a fully successful launch and a basis for future launch excellence across the global, regional and affiliate levels of the entire organisation.

ABOUT IE

At Innovative Edge, we bring fresh thinking and a unique approach to your launch capabilities. Our team have expertise of working on launches, spanning back over 12 years, working with a range of large and small companies within the pharma industry. Our experienced team are ready to help you maximise the potential of your next launch. Working in partnership with you, IE help you optimise your launch capabilities in three key areas:

- **Plan** – IE facilitates the development and optimisation of agile launch plans, identification and implementation of effective pre and post launch KPIs needed for launch teams to have confidence in delivering an effective, successful launch.
- **Platform** – Ignite, our intuitive launch management platform, drives collaboration through tailored dashboards and roadmaps for global, regional and local teams. Ignite delivers confidence, alignment and clarity throughout the launch lifecycle.
- **People** – IE facilitates team workshops to drive communications, best practice sharing and engagement. We utilise our team's expertise to embed a Launch Excellence mind-set across your organisation.

Combine our expertise with our platform to enhance your launch capabilities and embed a launch excellence mindset throughout your organisation.

We pride ourselves on delivering tailored solutions to set you apart. Through combining our experience with an innovative approach, we deliver the confidence you need of getting launch right, first time.

Our passion is simply delivering launch excellence!