

ENSURING A SUCCESSFUL PRODUCT LAUNCH:

8 Costly Pitfalls for New Product
Launches and How to Avoid Them

valuecentric
CONNECTED HEALTHCARE INTELLIGENCE

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ADOPTING A ONE-SIZE FITS ALL APPROACH TO NEW PRODUCT LAUNCH



Increasing trend of many small launches compared to 1 blockbuster launch



Old launch strategies need to be adjusted

1/3

of the 27 new drugs

approved in 2013

were for rare diseases

and niche medical conditions



50%

of all new product launches now

in peak sale ranges did not

meet expectations... **WHY?**

Strategies and launch plans were not adjusted for their unique drug markets. Competitive data was not leveraged to benchmark realistic goals for the launch

SOLUTION

Treat each launch as a new endeavor leveraging the competitive and unique market data to develop a unique strategy for the specific drug. Learn from past experiences, but don't rely on using the same strategies and sales goals from those launches.

2

FALLING PREY TO THE “SILO SYNDROME”

A

The launch team has team members with skills such as:

- CREATIVITY
- PROBLEM SOLVING ABILITY
- PERSISTENCE

B

Define clear objectives and responsibilities for all team members



SOLUTION

CROSS-FUNCTIONAL COLLABORATION

Market Research & Marketing:

Throughout development stages, market researchers should learn the concerns of marketers and incorporate those concerns into new research points, which at launch time become crucial to differentiating the product

Trade/Operations & Marketing/Sales:

Trade teams need the same pre-launch education and information traditionally shared with sales and marketing teams. It's important to coordinate marketing strategies with distribution strategies to ensure a successful launch

TWO MOST IMPORTANT FACTORS

that differentiate launch strategies:

- **Size of target population**
- **How payers/providers perceive product differentiation**

FOCUSING ON THE PRODUCT AND FORGETTING EVERYTHING ELSE

3

Use data sources (including social media) to monitor the therapeutic category

- what are people talking about
- competitor drug perceptions
- your drug perception **(post-launch)**

Use competitor data as a benchmark:

- **Prescribing dynamics**, persistence and days of therapy
- **Co-pay card analysis** – see what competitors are doing and what it costs them
- **Competitor Distribution Strategies** -
where is competitive product stocked?
how are competitor products stocked, prescribed etc...

How are your products stocked compared to biosimilars? **(post launch)**

SOLUTION

Know your market, therapeutic category, needs of patients, competitor information etc...



SEGMENT PHARMACIES BY:

- Access
- Potential Patients (decile)
- Method of payment (cash)



4 NEGLECTING TO ENSURE STOCK AT **HIGH IMPACT** PHARMACIES

Develop promotional strategies to more efficiently target the high impact pharmacies

POST-LAUNCH

Measure return on investment (ROI) of pharmacy programs and re-assess high impact/top decile pharmacies to re-target and re-launch campaigns

SOLUTION

Formulate stocking goals for high impact and top decile pharmacies > post launch, track and assess performance, measure ROI and re-target as necessary

5

SENDING YOUR SALES TEAM IN BLIND

Access to DC sales and inventory, pharmacy sales, recently stocked outlets

1. Improving access to available product
2. Ability to inform physicians where your product is stocked



Sales reps are some of the most important soldiers in the product launch process – they need to get the word out about your product and get doctors writing scripts to drive demand from the DCs



THEY REQUIRE ACCURATE, UP TO DATE DATA ON THE GO Provide pharmacists education on your product before launch

What differentiates your product from others on the market?

SOLUTION

Provide your sales team with the data and tools needed to provide physicians with timely, accurate stocking information. The rep needs the ability to proactively fine-tune sales tactics to match the customer's current situation in advance of a meeting

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FAILING TO TRACK, MEASURE AND MAKE ADJUSTMENTS

LAUNCH

Monitor actual sales from your trading partner distribution centers (DCs) through all outlets

PRE-LAUNCH PLAN IS ONLY STEP 1

- Work with trading partners to establish pre-stocking of targeted locations
- Flag potential deviations from the plan with detailed scenario planning and a prioritization of risks:
 - **COMPETITOR ACTIONS**
 - **CUSTOMER REACTIONS**
 - **DISTRIBUTION HURDLES**
- Evaluate the product components: is this product a companion drug to another? If so, what were the success factors with that launch?

SOLUTION

- Segment pharmacies
- Set goals
- Track by segment

Use metrics and benchmarks to improve for future launches.

POST-LAUNCH

Measure your success, track activities and make course corrections – learn from your mistakes



7

LACKING VISIBILITY INTO STORE-LEVEL INVENTORY

VISIBILITY INTO YOUR MARKET DEFINES SUCCESS

Traditional visibility ends at the DC level – many services available to manufacturers can extend that visibility to the store level (including data from big-box stores that is traditionally blinded)

Gain insight into which pharmacies are stocking your product, (and more importantly, which are not)

Use this information to proactively drive patients to stores that stock your product



SOLUTION

Invest in market tools and data that provide you store-level inventory levels. Without it, your launch strategy and performance measurements rely too heavily on guess-work

8

MISSING OUT ON THE POWER OF ANALYTICS

POST LAUNCH DATA TACTICS TO **IMPROVE SUCCESS**

THREE KEYS TO SUCCESS WHEN IT COMES TO DATA:



- Ensure adequate stocking at DCs and stores (prevent stock outs)
- Minimize exposure to returns by monitoring and enforcing DOH levels
- Do patients know where to find your product?

- Frequent access to the most valuable and accurate data
- Develop granular insight by combining advanced analytics with creativity and visualization
- Adopt flexible mentality to rapidly adjust launch plans based on findings

SOLUTION

Use data to create accurate forecasts for wholesalers and sales out. But, don't let the wealth of data overwhelm you – turn it into actionable insights to improve product performance.

BONUS

REALIZING YOU CAN'T DO IT ALONE AFTER IT'S TOO LATE

A company's financial success correlates with a successful product launch. With so much riding on the product launch, leaving it up to guesswork and trial and error can be detrimental. There are many solutions available to the industry for new product launch (NPL) and post-launch strategic planning – ValueCentric is here to help



valuecentric services include:

1 PHARMACY SIZING

Competitive pharmacy data,
co-pay card analysis

Provide a 100% view of store-level inventory with the highest available accuracy in the industry, validated by real data

PHARMACY LEVEL SALES 2

3 BENCHMARKING AND REPORTING

Sales and inventory information,
sales reporting, etc...



4 SALES PROFESSIONAL TOOLS

Key inventory and stocking reports
your sales force requires optimized
for mobile applications

For more information, contact ValueCentric,

connect@valuecentric.com

or **716-972-1637**