

Pre-Launch Best Practices from Health Strategies Group

(End of Phase II to time of label submission)

As featured in the September 2012 issue of PM360



Marketing

ACTIVITIES	BEST PRACTICES	
		Assess competitive landscape/marketplace
		Determine commercial brand/brand strategy
	✓	Establish senior leadership/marketing accountability for ensuring most favorable labeling possible. (E.G. Broadest indications first, efficacy, black box, etc.)
	✓	Build contingency plan in the event that REMS is required at approval
	✓	Develop promotional messaging and materials based on various scenarios of approved labeling
	✓	<ul style="list-style-type: none"> • Conduct “War Games” or assign a Product Manager as a competitor brand marketer when entering a highly competitive market
	✓	<ul style="list-style-type: none"> • Share with training as early as possible to ensure training materials align with anticipated brand position.
	✓	Understand patient decisions
		<ul style="list-style-type: none"> • Determine patient copay/out-of-pocket cost sensitivity
		Develop KOL/Advocacy Plan
		<ul style="list-style-type: none"> • Support medical education programming at national meetings
		Begin sales capacity planning
		Begin work on pricing (varies by the organization who sets the price)
	✓	For under-diagnosed, under-treated or paradigm-shifting therapies invest in market development strategy at least 18 – 24 months before anticipated launch



Managed Markets

ACTIVITIES	BEST PRACTICES	
	✓	Assess marketplace (understand category dynamics and potential reimbursement obstacles)
	✓	Develop product position for managed markets customers
		Develop distribution strategy/determine role of special pharmacy

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ACTIVITIES	BEST PRACTICES	
		Identify requirements for Academy of Managed Care Pharmacy (AMCP) dossier
	✓	Start discussions with health plans as early as possible – utilize MSLS or medical staff to meet with the clinical pharmacy decision makers to review Phase III data



Sales

ACTIVITIES	BEST PRACTICES	
		Work with HR to define profile if hiring a new sales team
	✓	Provide input to promotional programs and allocation methodology
		Assist with training plan and timeline
	✓	Determine milestones for training program and monitor for execution and gaps in knowledge



Sales Operations/Analysis

ACTIVITIES	BEST PRACTICES	
		Determine list of target physicians (and segment)



Training

ACTIVITIES	BEST PRACTICES	
	✓	Begin developing your learning plan 18 months pre-launch
		<ul style="list-style-type: none"> • Product and disease knowledge • Competition • Customers • Patient types • Managed markets/reimbursement influences

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ACTIVITIES	BEST PRACTICES	
	✓	Provide pre-learning activities so that the launch can be application based
	✓	Develop content so that it is aligned with marketing strategy and emphasis
	✓	Test or certify to determine if learning has occurred or where gaps remain across field teams
	✓	Establish process for tracking progress and setting future training priorities, including regular feedback from sales management.



Medical

ACTIVITIES	BEST PRACTICES	
		Define role and processes of Medical services team
		<ul style="list-style-type: none"> • Educate speakers
		<ul style="list-style-type: none"> • Assist in development of training materials
		<ul style="list-style-type: none"> • Conduct/assist in design of outcomes of research activities
		<ul style="list-style-type: none"> • Attend Ad Boards and national/international meetings
		<ul style="list-style-type: none"> • Develop medical information process to be used in the field (if not defined)
		<ul style="list-style-type: none"> • Develop medical information core standard responses
		<ul style="list-style-type: none"> • Provide support for AMCP dossier and formulary materials (includes managed markets thought leader slide presentation)
	✓	<ul style="list-style-type: none"> • Implement satisfaction survey for medical information requests
		<ul style="list-style-type: none"> • Assess headcount needs for phone and written responses
		<ul style="list-style-type: none"> • Develop tracking of questions on critical questions by medical community
		On-board Medical Science Liaisons
	✓	<ul style="list-style-type: none"> • Support managed markets with targeted plans/PBMs/SPMs
		<ul style="list-style-type: none"> • Identify and manage thought leader relationships

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ACTIVITIES	BEST PRACTICES	
		<ul style="list-style-type: none"> • Support Phase IV trial recruitment and respond to requests by investigators



Market Research

ACTIVITIES	BEST PRACTICES	
		Provide research for strategy and brand development
		<ul style="list-style-type: none"> • Positioning
		<ul style="list-style-type: none"> • Branding hallmarks
		<ul style="list-style-type: none"> • Physician segmentation
		<ul style="list-style-type: none"> • Message development
		<ul style="list-style-type: none"> • Campaign development
		<ul style="list-style-type: none"> • Visual aid
		<ul style="list-style-type: none"> • Commanding claim/alternative logos
		<ul style="list-style-type: none"> • Objection responses
		<ul style="list-style-type: none"> • Provide insights into managed care payers and customer adoption
		<ul style="list-style-type: none"> • Physician pricing research

SOURCES: HEALTH STRATEGIES GROUP

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