



**Citius
Healthcare
Consulting**



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Launch excellence:
Orchestrated the most
successful launch for a
Pharma giant

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The background

- Launching a new drug is a complex process that requires juggling multiple priority areas at the same time. Given the expense and market reputation that is tied to a successful launch, companies want to be as meticulous as possible with the launch preparation.
- The client—one of the top 10 global pharmaceutical companies—found themselves facing an accelerated launch in the US market. That too for a product that would be the company’s first blockbuster product in years. A lot was at stake. Unfortunately, the client’s existing brand team was understaffed and had limited experience in launching products.
- The client knew they needed a partner with launch expertise who could engage senior leadership, build solid launch plans, and take ownership every step of the way. They decided to bank on Citius Healthcare Consulting’s expertise.





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Scott Shohen, SVP,
Citius Healthcare
Consulting, Life
Sciences



Solution: Planning is the crux of launch success

Given the tight timelines, Citius Healthcare Consulting brought together a high-octane team with deep experience in product launch. The team worked with 20+ functions to pressure-test their existing launch plans and identify gaps in resources and capabilities. Leveraging best practices to plug these gaps, the team rapidly developed a comprehensive launch plan that included all cross-functional components and their associated milestones. The team also identified and prioritized key strategic issues, such as the potential to expand the launch opportunity through partnerships and business development.

The team also coordinated key actions across various functions and worked with them on an ongoing basis to monitor and update the launch plan, identifying areas of risk along the way for senior leadership. This ensured timely escalations and interventions for a smooth launch. In addition, facilitating workshops with the cross-functional teams and contributing to brand and vendor-led workshops ensured launch readiness.

The Citius team also supported the brand team in developing HCP and consumer campaigns and getting these assets approved through both the client's copy approval process and FDA review/approval.



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To turn the comprehensive planning into a successful launch, the team started working with the client from 18 months pre-launch to PDUFA date, and drove coordination and alignment across the following functional areas

- Medical: US Label
- Regulatory: FDA Submission Package
- Health Economics
- Medical (MI, Congresses, Publications, MSL)
- Policy and Government Affairs
- Communications Plan (internal and external)
- Advocacy Groups (Patient & Professional)
- HCP Campaign Work: Concept, Messages, Materials, OCM
- Health IT (EMR, ePrescribing, etc.)
- Consumer Campaign Work: Concept, Messages, Materials
- Payer Campaign: Concept, Messages, Materials, OCM
- Patient Access (PAP, HUB Services, Coupons)
- Pricing, Channel & Contracting Strategy
- Pharmacy Strategy
- Packaging
- Demo Devices
- Speaker Programs
- Sales & Medical Training
- AMCP Dossier
- Launch Metrics
- OPDP Review of Core Promo Material
- Launch Meeting Planning

Delivering the most impactful launch in the client's history

Citius Healthcare Consulting's systematic approach to launch planning was instrumental in overcoming the time and resource crunch challenges and ensuring a successful launch. The client was able to focus on executing strategic and tactical priorities with confidence that their plan was comprehensive and effectively managed.

To experience these gains for your business, get in touch at consulting@citius.tech

Shaping Healthcare Possibilities





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Thank You

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Citius Healthcare Consulting is a trusted partner to Healthcare and Life Sciences organizations, enabling them to navigate through their toughest business challenges.

We bring deep expertise in healthcare and life sciences, leveraging our experience as industry leaders to help clients envision the future of healthcare. By combining our digital expertise, we drive transformation into the future of healthcare.

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