

Case Studies

Life Sciences



Localized Launch Planning & Execution

Red tape rising

■ The Affordable Care Act has created a rapidly growing number of government regulations impacting the Life Sciences industry.

Challenges

A Top 10 pharmaceutical manufacturer had less than 18 months to launch a key new brand.

Management considered a previous launch into a similar therapeutic category sub-optimal. There was a lack of national/regional market understanding needed to determine the local marketing mix and go-to-market approach.

Launching a New Pharmaceutical Brand

Strategy & Solutions

Exequor provided in-depth research in localized market behaviors and key influencers, in order to determine the best marketing and sales approach at the local level.

Working with the client team, Exequor helped define priority tactics, required quality standards and timelines required for a successful brand launch, creating a collaborative process between national, regional and local teams.

Exequor developed a process to aid the client in assessing their launch plans against the excellence requirements and action plans set by senior management.

We supported local geographic marketing teams in closing gaps in launch excellence with cross-geography experience sharing & review meetings to monitor progress.

Exequor conducted a localized market environment analysis that uncovered specific health system/ACO geographical behaviors, healthcare delivery models, payer influence, population demographics and customer needs.

We delivered a detailed, actionable roadmap for regional/local launch preparation to achieve the strategic objectives of the brand.



Developing Marketing Tactics to Meet Local Demands

Results

With clearly defined objectives, regions were able to focus on quality of implementation.

Knowledge and innovation were shared, benefiting of all regions.

Localized commercial tactics were developed specific to the behaviors and needs of each region.

The client saw a huge acceleration and enhancement of quality and coordination of key launch preparation activities across all regional markets.