

Understanding Commercialization Within Biopharma Course

Live, Online | Level One

Understanding Commercialization Within Biopharma is a two-day interactive course that uses real world examples to explain both the big picture of strategic commercialization as well as the tactics necessary for a successful pharmaceutical launch. Discussion points focus on creation of the Therapeutic Target Profile (TPP), the power of market segmentation, crafting the value story, and building/sustaining competitive advantage. This course is for both scientists and non-scientists who need to better understand how therapeutics are successfully launched and commercialized.

Five Takeaways:

1. Identify key commercialization success factors and their value as a core, differentiating competency.
2. Gain access to a commercialization “toolbox” that can be immediately and practically applied.
3. Internalize a deep understanding of the product launch process.
4. Recognize key issues, opportunities, and challenges of effective commercialization strategy and tactics.
5. Discover tools needed to build compelling and effective value-demonstration stories that help optimize reimbursement and market access.

Agenda

Day One

Introductions 9:00-9:20

Introduction to Commercialization 9:20-10:30

Strategic Commercialization: What It Is and Isn't
Product Lifecycle Phases: Timing and Activities
Decisions Affecting Commercial Potential
Optimizing Commercial Value

Break 10:30-10:45

Early Planning 10:45-12:00

Early Product Planning Activities
Evaluating an Opportunity
Developing a Target Product Profile (TPP)
Market Sizing: Assessing Commercial Potential
Activity: How the TPP informs the drug label which informs promotional claims

Lunch 12:00-12:45

Pre-Launch Planning 12:45-2:15

Pre-launch Activities
Creating the Brand SWOT
Insight-Driven Market Research
Leveraging Data to Inform Strategic Decisions
Mapping the Patient Journey
Differentiated Brand Positioning
Building a Value Proposition to Engage Customers

Break 2:15-2:30

Pre-Launch Planning *continued* 2:30-3:15

Case Study: Cialis vs Viagra
Business Strategies: 5 Key Questions to Ask
Creating a Strategic Brand Plan
Activity: Uncovering the Strategic Plan

Wrap-Up 3:15-3:30

Day Two

Creating the Value Proposition 9:00-10:30

Leveraging Health Economics to Create Value
Pay for Performance Models
Optimizing Value of HECON Assessment
Real World Initiatives
Pharmacoeconomics
Cost-Effectiveness Analysis
Health Technology Assessments
Ensuring Patients Have Access to Your Product

Break 10:30-10:45

Launch Planning 10:45-11:30

Launch Planning Activities
Market Access
Value-based Payment Models
Disease Education, Pre-Market Development
Scientific Pillars and Key Messages
FDA Guidelines Covering Promotions and Advertising

In-Line Planning 11:30-12:15

In-line Planning Activities
Key Performance Indicators (KPI)
Critical Success Factors
Post Launch Threats

Lunch 12:15-1:00

Building and Sustaining Competitive Advantage 1:00-2:00

Commercial Drivers, Levers, and Key Success Factors
Lifecycle Management Challenges
Risk Management Strategies
Multichannel Marketing
Key elements of Customer Engagement Model
Marketing Mix Resource Allocation
Developing Key Brand Performance Measures

Break 2:00-2:15

Loss of Exclusivity (LOE) Commercialization Planning 2:15-3:00

LOE Planning Activities
LOE Timing Considerations
Market Dynamics and Regulatory Challenges
LOE Strategies

Course Evaluation 3:00-3:15

Course Wrap-Up 3:15-3:30