



ARE WE TRANSFORMING IN THE RIGHT WAY?

Why Product Launches Can't Be Distracted By Empty Promises

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We can all agree that innovations in therapeutic development have advanced beyond traditional product launch strategies and service models. In every step of the product lifecycle, we see pockets of transformation. The problem is exactly that – “pockets” of transformation. Consider this:

- Patient populations are getting smaller and clinical trial recruitment has advanced by leaps and bounds. But if you can find the patient, can you engage with them in a meaningful way?
- In phase 3, you can deploy your Medical Science Liaisons to engage key influencers, you can begin planning for the launch of your sales team by analyzing key targets, strategizing on territory mapping, and recruiting and training your sales force faster than ever. But does your field force strategy both describe value AND capture the data to measure value for all patients, payers, and providers?
- Look at the pipeline in regenerative medicine. We focus on the complexity of pricing (which we must), but what about logistics – everything from chain of custody to temperature monitoring – and the risk that comes along the supply chain through patient support.
- Speaking of pricing, payer strategies continue to shift costs to consumers. When hours matter, technology can help you quickly manage benefits verification and find financial assistance. But when you get that patient onboarded in fewer days, did that speed allow for a personalized approach that keeps them continually adherent?
- If you get to launch your product and get that first script to a patient, how will your partners track real-world evidence to pay off the promise of your HEOR strategy?

Pockets of innovation may address these concerns, but to effectively launch a product, I argue that traditional service silos stand in the way of true healthcare transformation. Conflicted partners have conflicted priorities. Do disparate service providers look at the lifecycle in the same way you do? The need for a market access strategy that converts into measurable value. How everything from pricing and payer outreach informs the 3PL, specialty pharmacy, Hub, and PV services. And why these services must integrate into a seamless patient experience that's strong enough to withstand loss of exclusivity or competing products.

We recently helped a client with a first-to-market orphan drug. The therapy was for a complex disease with adherence challenges and our client needed to establish and maintain

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leading market share in an increasingly competitive segment. With our integrated commercial platform we created a single access point for all onboarding and patient support, established dedicated patient service coordinators and coordinated care for each patient, including wrap-around education and

support, and home care.

Our client saw tremendous results, including 95.3% patient compliance, 94.5% patient loyalty and 96% patient satisfaction. We established accountability as a single service provider, shared operational goals, and delivered leading market share (even with three other products in market).

For another client, we jumped in to manage distribution on Day 1. It was a new injectable therapy ready for launch for treatment of a devastating, ultra-rare disease.

This product had extreme requirements for dispensing and delivery which oftentimes prohibits patient access to therapy. While other partners would just map a launch strategy, EVERSANA™ went beyond planning to operations. Our Transportation and Logistics team implemented an Urgent Access Program utilizing our configurable system of storage facilities, cold-chain and non-cold-chain capabilities, safe and secure supply chain, and advanced temperature monitoring and tracking via GPS.

Case studies always get attention, but the fact is every company, every therapy, every patient is unique. Your product launch strategy has to achieve the following:

VALUE THE VOICE OF THE PATIENT.

Listen and collaborate with the patient community (earlier!) for genuine and actionable understanding.



PROTECT YOUR REVENUE.

Research, assess and develop global pricing and market access strategies that propel and preserve revenue during market peaks and valleys.



REACH ALL STAKEHOLDERS NOW.

You need to deploy sales and clinical field force that's sharing information from the front line to inform the continued program management and long-term performance.



PREPARE FOR OPTIMAL DISTRIBUTION.

Plan a distribution strategy to address unique patient populations, therapy and channel/network needs, and use a 3PL with one million square feet of cross-country warehouse space with 99.98% unit level accuracy.



ACHIEVE BROAD AND QUALITY ACCESS BY REACHING ALL STAKEHOLDERS.

For one client we achieved 97% of covered lives access within four months of launch.



After decades in this industry, I'm amazed by the "pockets" of innovation, but disappointed that innovation hasn't converted into more value for patients. That's why we've developed an integrated and independent commercial services platform designed to solve pricing, access, reimbursement, adherence and product delivery challenges across the lifecycle. Because the services are integrated and managed by a single service provider, we'll contractually guarantee performance and share financial risk.

That's real accountability...and with it you can finally deliver what your patients deserve – access to efficient, effective and innovative healthcare.

About EVERSANA™

EVERSANA is the leading independent provider of global services to the life science industry. The company's integrated solutions are rooted in the patient experience and span all stages of the product lifecycle to deliver long-term, sustainable value for patients, prescribers, channel partners and payers. The company serves more than 500 organizations, including innovative start-ups and established pharmaceutical companies to advance life science solutions for a healthier world. To learn more about EVERSANA, visit EVERSANA.COM or connect through [LinkedIn](#) and [Twitter](#).

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