



EVERSANA™

## LOOKING TO LAUNCH OR COMMERCIALISE IN THE US? START WITH THE RIGHT COMMERCIAL PARTNER.

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Launching a product is a serious undertaking, requiring a seamless approach to building a commercialisation strategy that includes all the variables needed to maximise the investment across the product's lifecycle. Nowhere is this more true than the world's largest market, the United States (US). We know that a successful product launch is critical to maximising revenue potential, and this success is contingent on understanding and managing a multitude of factors including legal and regulatory, speed and success of clinical trials, market access and reimbursement, value and evidence, data and analytics, patient support services, channel management, risk mitigation and monitoring – the list goes on.

The bottom line is that regardless of whether you are a small to mid-size biotechnology or a large pharmaceutical company, bringing a product to market in the US is fraught with many challenges. In today's patient-centric, value-based landscape, biotechnology and pharmaceutical companies now have a larger ecosystem of stakeholders to

collaborate with – patients, physicians, payers, and policy makers – and to consider when building commercialisation strategies that succeed in-market.

So how does a European company successfully commercialise a product in the US? Usually by asking a series of critical questions that identify unmet needs such as:



**Do I build my own presence?**

**Do I partner with pharma or work with a commercialisation partner?**

**How do I define a pricing strategy or build a sales force team?**

**How will I manage importation supply chain and warehousing?**

Then, look for a full-scale commercial partner in the US that can provide solutions to all of your challenges.

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I've outlined three scenarios that illustrate how a full-scale commercial partner can make the ultimate difference in your US market launch success:

## Full Commercialisation

**Scenario:** A small to mid-sized pharmaceutical company in Europe with a few compounds in Phase 3 development and without an established affiliate in the US or resources to bring the product to market has traditionally had two paths to commercialisation:

- 1 **OUT-LICENSING** – In this option, the emerging biotechnology company gives another company the opportunity to complete the development of the product. A downside to this option is the loss of control over sales, marketing, packaging, distribution and cost, and the inherent risk that the larger company may not ever produce the product
- 2 **CO-MARKETING** – This option allows the product to be co-marketed with another pharmaceutical company. Finding the right partner and the right time to partner are two of the biggest hurdles to success in this complex model, and the lack of ability to negotiate a successful strategy impacts the ability to maximise value.

Now, there is a **third option** – partner with a fully established commercialisation organisation in the US. This gives the pharmaceutical or biotechnology company

the ability to expand globally within the US, supported by an end-to-end complete commercial solutions partner that eliminates the traditional service silos that stand in the way of healthcare transformation.

From clinical trial recruitment to product distribution, a partner representing every facet of commercialisation brings together experts across fully integrated solutions to address key stakeholders on issues that matter most to them:



**Patient Services:** designed to significantly improve health outcomes through high-touch patient engagement and behavioral health technologies



**Import, Warehousing, Distribution and Logistics:** designed to be agile and dedicated to investing in the facilities, technologies, and processes that meet the growing, complex distribution needs for novel, branded and generic therapies



**Field Solutions:** designed to be value-driven and provide services beyond traditional sales territory mapping, target lists, training and tactical value propositions to provide clinically-oriented and data-driven solutions that both describe value and capture the data to measure value for all patients, payers, and providers

By choosing the right partner with an integrated commercialisation model specifically built to achieve high economic value earlier, manage risks, and immediately provide the ability to scale up for launch – companies are better prepared to increase the speed to market and achieve full market potential.

## Pre-Clinical Market Research and Insight

**Scenario:** A small to mid-sized global emerging biopharma company in Europe with a few compounds in Phase 1 and Phase 2 development, backed by either a venture capitalist or funded by a larger pharmaceutical as a successful spin-off, will benefit from working with a US-based end-to-end commercial partner who has the ability to provide a deep understanding of market potential throughout the US and Asia-Pacific.

Partner with a company whose global experts support every phase of the product's development, can overcome the complexities of new regulations on contract development and address the challenges in growth maximisation.



**Management Consulting:** designed to use evidence-based data and analytics to maximise product value, and provide strategic market insights into product commercialisation, growth maximisation, and pricing and market access



**Regulatory and Compliance:** designed to navigate the ever-changing global regulatory and quality landscape and deliver customised solutions and strategic guidance to expedite approvals, increase speed to market, and maintain or regain compliance



**Revenue and Finance:** designed to reduce revenue leakage, understand the technology and government compliance issues impacting the industry, and the ability to streamline Medicaid claim payments to optimise value

Maximise ROI through optimal pricing strategies, market penetration and adherence support with reduced cost of sales and increased margins. By working with a fully integrated commercial partner companies increase their abilities to provide value to their products and better understand the unique business, regulatory, and cultural intricacies of the global marketplace.

## Customised Solutions

**Scenario:** A small to mid-size European pharmaceutical company with a limited portfolio, a legal presence in

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the US, with some functional abilities in place but lacking the typical infrastructure needed to achieve full in-market success. Identifying this need allows a full-scale commercial operation to provide a customised solution to complete the company's commercialisation footprint in the US.

Whether this solution involves a full-service healthcare marketing agency focused on reaching patients, providers and payers, or a suite of global HEOR capabilities that include economic modeling, evidence synthesis, value communication and reimbursement strategies, the commercial partner is prepared to provide a solution that allows the pharmaceutical company to better focus on bringing innovations to market that positively impact patient outcomes. And, keep control of their IP, product, brand and revenue streams.

Access to the world's most lucrative market can indeed be daunting, but having a complete commercialisation partner in the US avoids the risk and complexity of multiple vendors and this is a game changer for many companies. EVERSANA has taken the lead in building an integrated commercial ecosystem providing the most cost effective and dynamic solutions to help you achieve optimal market access and deliver outcomes that matter. Our commercial solutions are designed to optimise your asset portfolio and existing infrastructure while maximizing the return on investment. **We have both the expertise and experience to help you define the optimal strategy for your product in the US market.**

## 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](https://www.eversana.com) or connect through [LinkedIn](#) and [Twitter](#).

