

Critical Success Factors For Launch

EVERSANA's Launch Excellence leaders have significant experience and understand the Critical Success Factors for launch



Market shaping

Market conditioning to 1. elevate the perception of unmet need 2. Educate on disease pathophysiology. 3. Role of your MoA and 4. Benefits of your brand



Patient journey

Overall customer journey to understand the context in which decisions to select the client's drug will be made and leverage points to alleviate any bottlenecks



Segmentation and Targeting

No product / company can satisfy the needs of every customer in the market. Best RoI can be achieved only through laser sharp segmentation and targeting



Positioning and Differentiation

Clearly articulate – 1. Who benefits, 2. Why my product along with the service offerings is the best choice 3. What's the evidence to support above?



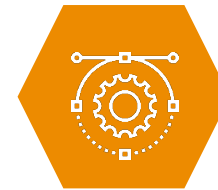
Promotional Mix and KPIs

Clearly define sales strategy, channels of promotion, GTM model and KPI metrics to optimally drive SOV in post-COVID environment



Launch Readiness

Ensure a comprehensive launch **strategy**, **cross functional launch plan** and alignment on leading and lagging **metrics**



Competitive Strategy

Even the best planned launches fail if the competitors pre-position your brand or pre-position the product negatively or execute a counter-attack



Pricing and Market Access

Challenges in getting unconstrained payer coverage, premium pricing based on value proposition, potential payer management, any RWE needed