

# Strategic Outsourcing to Optimize Established Brands

As pharmaceutical companies intensify their focus on launching innovative therapies, commercial teams are often required to reallocate resources away from mature brands. This shift can leave high-potential assets underleveraged, despite their continued relevance in key markets. One global pharma leader faced this exact challenge and responded with a strategic outsourcing initiative designed to maintain commercial momentum while preserving internal bandwidth for priority launches.



## Strategic challenge

The company managed a sizeable portfolio of established brands across multiple therapeutic areas. With promotional activities phased out two to three years ahead of Loss of Exclusivity (LoE), these brands were at risk of stagnation. Internal commercial teams were increasingly focused on preparing for upcoming launches, leaving limited capacity to sustain performance in the mature portfolio.



## The solution

To address this, the company entered a global outsourcing partnership. IQVIA assumed responsibility for marketing and promotion of 15 brands across six therapeutic areas, while the company retained marketing authorization and brand ownership. IQVIA deployed a hybrid team of local and offshore talent, executed omnichannel campaigns, and redefined brand strategies tailored to market dynamics.



## Results

Over four years, the initiative delivered significant commercial impact without upfront promotional investment. IQVIA expanded Healthcare Professionals (HCPs) coverage, enhanced detailing capacity, and applied non-dedicated customer analytics to optimize engagement. The model reduced P&L risk, simplified operations, and enabled internal teams to focus on high-priority launches.



## Global partnership to outsource marketing and promotion for established brands in core markets

The ambition is to set **new standards with a long-term perspective**, based on 3 pillars:

- Activities and promotion **self-financed** by IQVIA, to improve baseline trajectory
- **Therapeutic area/brand agnostic**
- Geographically **scalable**



Enhance sales



Reduce complexity



### Background

- Big global pharma, focus on rolling out multiple new launches in specialty TAs
- Sizeable established portfolio sales with mix of primary and specialty care brands
- Promotion stopped/phase out for established brands in core markets from 2-3 years prior to LOE



### Solution

- Global outsource contract with full risk transfer, covering 15 brands across 6 TAs
- Pharmaco retains marketing authorization and distribution
- Outsource partner in charge of brand strategy, marketing, omnichannel promotion
- Mix local and off-shore staff for service deployment



### Impact/benefits

- Incremental 100M€ sales over 4 years (over zero promotion baseline)
- Optimized HCP coverage through expanded customer database and analytics
- No upfront promotion spend leading to P+L risk reduction
- Reduced complexity enabled headcount shift to new launch portfolio



## Strategic takeaways

- Mature brands can continue to deliver value with the right operating model
- Outsourcing can drive ROI while freeing internal resources for innovation
- Commercial agility and executional excellence are key to sustaining performance post-LoE
- A single-vendor model ensures accountability and operational efficiency

Whatever the path taken for established brands, organizations need to consider market conditions, as well as strategic and operational factors. IQVIA is fully equipped to provide end-to-end support across foundational success factors. [Explore IQVIA Established Brands Optimization](#) for a clear and confident strategy to revitalize your established brands profitability and growth.

Visit our IQVIA [Established Brands Optimization webpage](#).