

SYNCHRONIZING A DISJOINTED BIOTECH LAUNCH PLAN

How the IQVIA Launch Excellence team helped a brand exceed forecast expectations amid organizational fragmentation

CHALLENGE

A US Biotech company was preparing to launch a facial aesthetics product in the US. Prior to partnering with IQVIA, the company's launch plans were disconnected as a result of operational inefficiencies, lack of alignment and unclear functional responsibilities. In addition, the market was dominated by a competing blockbuster product with high brand loyalty and positive customer experience.



IQVIA was asked to:

- Consolidate existing launch plans and develop a launch tool with the ability to generate automated reports.
- Define governance and communication process and provide ongoing on-site launch readiness support.

SOLUTION

PREPARATION AND PLANNING

IQVIA's Launch Readiness solution combined human expertise with technological power to close the gaps that cause launches to stumble.



IQVIA Launch Excellence Team



GATHERED
knowledge



DEFINED
Critical
Success
Factors



DETERMINED
additional
activities by
functional area



DEVELOPED
launch playbook
and tracked to
progress

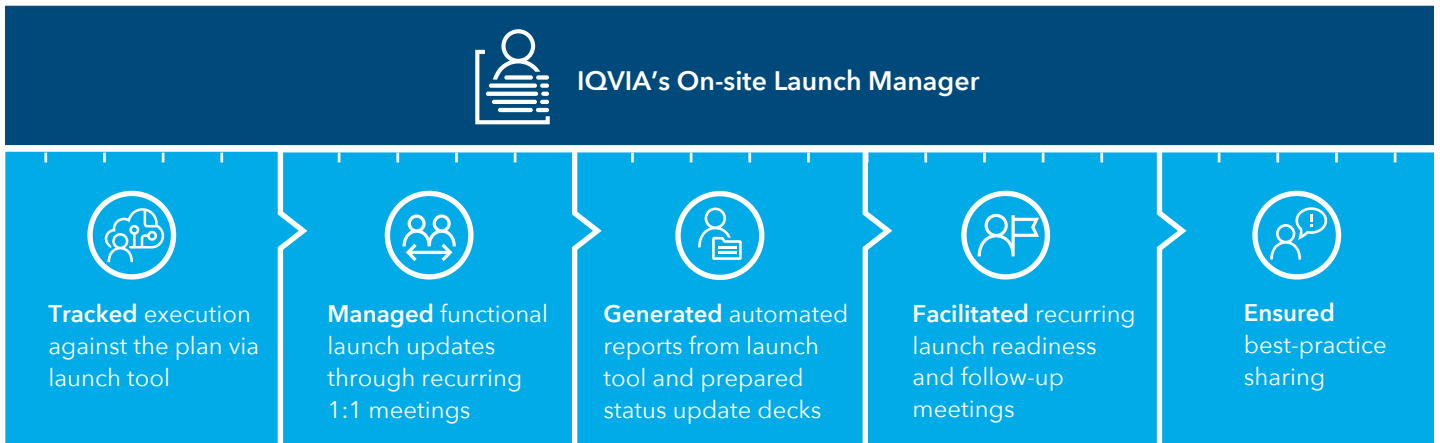


WEB-BASED LAUNCH TOOL

- Dashboard view with overall health of launch
- Functional deep dives
- Insight into at-risk activities

EXECUTION

Working directly with key members of the launch team, the on-site Launch Manager carried out day-to-day responsibilities to achieve visibility, alignment and timeliness.



RESULTS

