

■ Understanding Commercialization Within Biopharma

OVERVIEW

This is the recorded Understanding Commercialization Within Biopharma course with the same content, interactive exercises, and course materials that are given in the live version. You have 3 months to view this course.

Understanding Commercialization Within Biopharma is an eight-hour course that uses real-world examples to explain the big picture of strategic commercialization and the tactics necessary for a successful pharmaceutical launch. Discussion points focus on creating the Therapeutic Target Profile (TPP), the power of market segmentation, crafting the value story, and building/sustaining competitive advantage. This course is for scientists and non-scientists who need to understand how therapeutics are successfully launched and commercialized.

Five takeaways

1. Identify key commercialization success factors and their value as a core, differentiating competency.
2. Gain access to a commercialization “toolbox” that can be immediately and practically applied.
3. Internalize a deep understanding of the product launch process.
4. Recognize key issues, opportunities, and challenges of effective commercialization strategy and tactics.
5. Discover tools needed to build compelling and effective value-demonstration stories that help optimize reimbursement and market access.



AGENDA

WEEK ONE

Introduction to Commercialization

67 minutes

Strategic commercialization:

What it is and isn't

Product lifecycle phases: timing and activities

Decisions affecting commercial potential

Optimizing commercial value

WEEK TWO

Early Planning 72 minutes

Early product planning activities

Evaluating an opportunity

Developing a target product profile (TPP)

Market sizing: assessing commercial potential

*Activity: How the TPP informs the drug label
which informs promotional claims*

WEEK THREE

Pre-Launch Planning 107 minutes

Pre-launch activities

Creating the brand SWOT

Insight-driven market research

Leveraging data to inform strategic decisions

Mapping the patient journey

Differentiated brand positioning

Building a value proposition to engage customers

Case Study: Cialis vs Viagra

Business strategies: 5 key questions to ask

Creating a strategic brand plan

Activity: Uncovering the Strategic Plan

WEEK FOUR

Creating the Value Proposition 97 minutes

Leveraging health economics to create value

Pay for performance models

Optimizing value of HECON assessment

Real-world initiatives

Pharmacoeconomics

Cost-effectiveness analysis

Health technology assessments

Ensuring patients have access to your product

WEEK FIVE

Launch Planning 57 minutes

Launch planning activities

Market access

Value-based payment models

Disease education, premarket development

Scientific pillars and key messages

FDA guidelines covering promotions and
advertising

WEEK SIX

In-Line Planning 83 minutes

Key performance indicators (KPI)

Post launch threats

Building and sustaining competitive advantage

Lifecycle management challenges

Risk management strategies

Multichannel marketing

Developing key brand performance measures

Loss of exclusivity (LOE) commercialization
planning

LOE timing considerations

LOE strategies

Market dynamics

Regulatory challenges

