

Global Commercialization Process

Overview

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Introduction

Process Objectives and expected Results

Team

Timelines

Deliverables by Phase

Marketing Planning Document

Commercialization Process - T & E Schedule

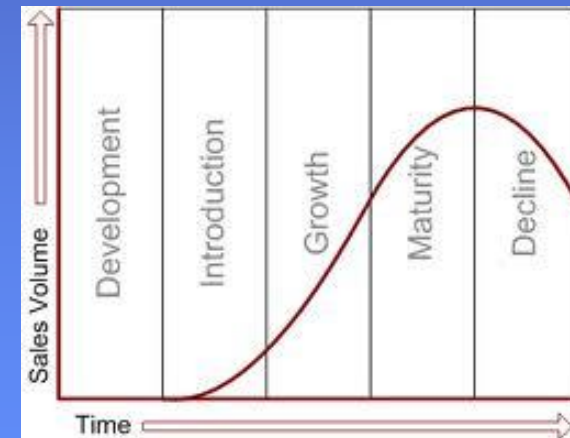


Commercialization Process Scope & Dimension

- Entire lifecycle of a product
- Constant flow of Data / Information and Decisions

Overall portfolio decisions of the company

- Company Strategy short term and long term goals
- Number of projects we can successfully develop
- Number of projects we can successfully market
- Resources / infrastructure needed
- Partners needed / In-licensing of products



Commercialization Process

- On which information are decisions based upon?
 - Creation of information (Who and how?)
 - Communication of information (Who, how, when, why)
 - Storage and update of information
 - Cross-functional validation
 - Time synchronization of data
- How to prepare for a successful product development and launch?
- How to measure success?

Endless list of opportunities
for Success and Failure
Team Approach, Structure needed



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The Global Commercialization Process Objectives

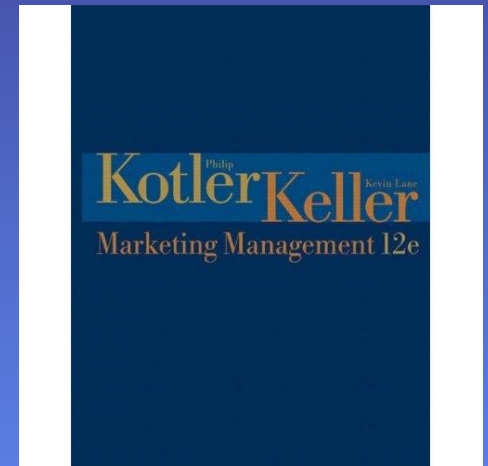
To develop a repeatable and consistent process which ensures:

- Maximization of sales & profit for all products in development (short & long term)
- Consistent set of “**deliverables**” from Global Commercialization Teams to all regions and countries
- All critical commercial items / components within a launch plan are completed on time with optimal use of available resources and maximization of synergistic opportunities
- Consistent input, feedback and buy-in is received from Global, Regions and Countries on global commercialization plans
- Approximate budget needs are identified for global brands throughout the pre-launch and post launch phases (Who pays for What?)
- Critical commercial information is shared with senior management on a regular basis
- Transparent process for the selection of strategies, positioning, pricing and tactics with agencies



Commercialization Process Objectives

- Consistent and structured approach
- Clearly defined roles and responsibilities
- Clarity on well defined deliverables / outcomes
- Timelines
- Teams / Team structure
- Data requirements / data-flow
- Decision making process
 - On time
 - Based on best information available at the time
 - All resources allocated in the best interest of project and company objectives



Commercialization Process Expected Output

- Yearly Plan of Action (POA)
- Understanding / Buy-in / Involvement throughout the organization
- Fact based decision making
- Shortening timelines without compromising quality
- “Real time” access to all data
 - Project
 - Therapeutic area
 - Portfolio



Maximization of Sales & Profits



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Cross Functional Team Structure



Who Is Doing What, When and How?

Preclinical

- Market Evaluation
- Product Positioning
- Sales Forecast
- Product Concept Testing
- Market Research
- Business Intelligence
- Unmet Needs

Phase III

- Market Evaluation
- Product Positioning
- Forecasting
- Product Concept Testing
- Demographic Studies
- Packaging
- Manufacturing



Phase II

- Market Evaluation
- Product Positioning
- Forecasting
- Product Concept Testing
- Demographic Studies
- Pricing
- Line Extensions

Pre-Launch

- Market Evaluation
- Product Positioning
- Pricing
- Detail Aid Testing
- Segmentation analysis
- Promotional Campaign
- Forecasting
- Product Concept Testing
- Demographic Studies
- Packaging
- Manufacturing

Phase I

- Market Evaluation
- Product Positioning
- Forecasting
- Demographic Studies
- Pricing
- Line Cycle Ideas

Post-Launch

- Product Positioning
- Usage/ Awareness
- Tracking
- Market Share
- Promotional Campaign Evaluation
- Forecasting
- Demographic Studies
- Packaging
- Manufacturing
- SWOT



Team Deliverables / Major Decisions

- Target Product Profile (TPP)
- Clinical Development Plan based on Market Needs (CPP)
- Market Analysis
- Forecasting for multiple Scenarios
- Launch Plans
- Life cycle Management Plan
- Supply Plans
- Partnership
- Evaluation of In-licensing needs / opportunities



Go / No Go Decisions

Knowledge about the Product

Discovery Phase

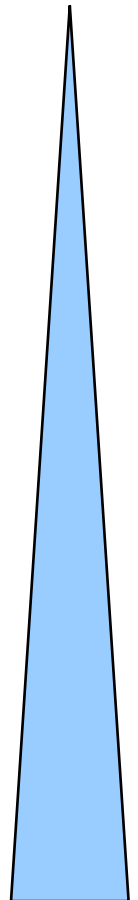
Preclinical Phase

Clinical Phase

Pre Launch Phase

Launch Phase

Post Launch Phase



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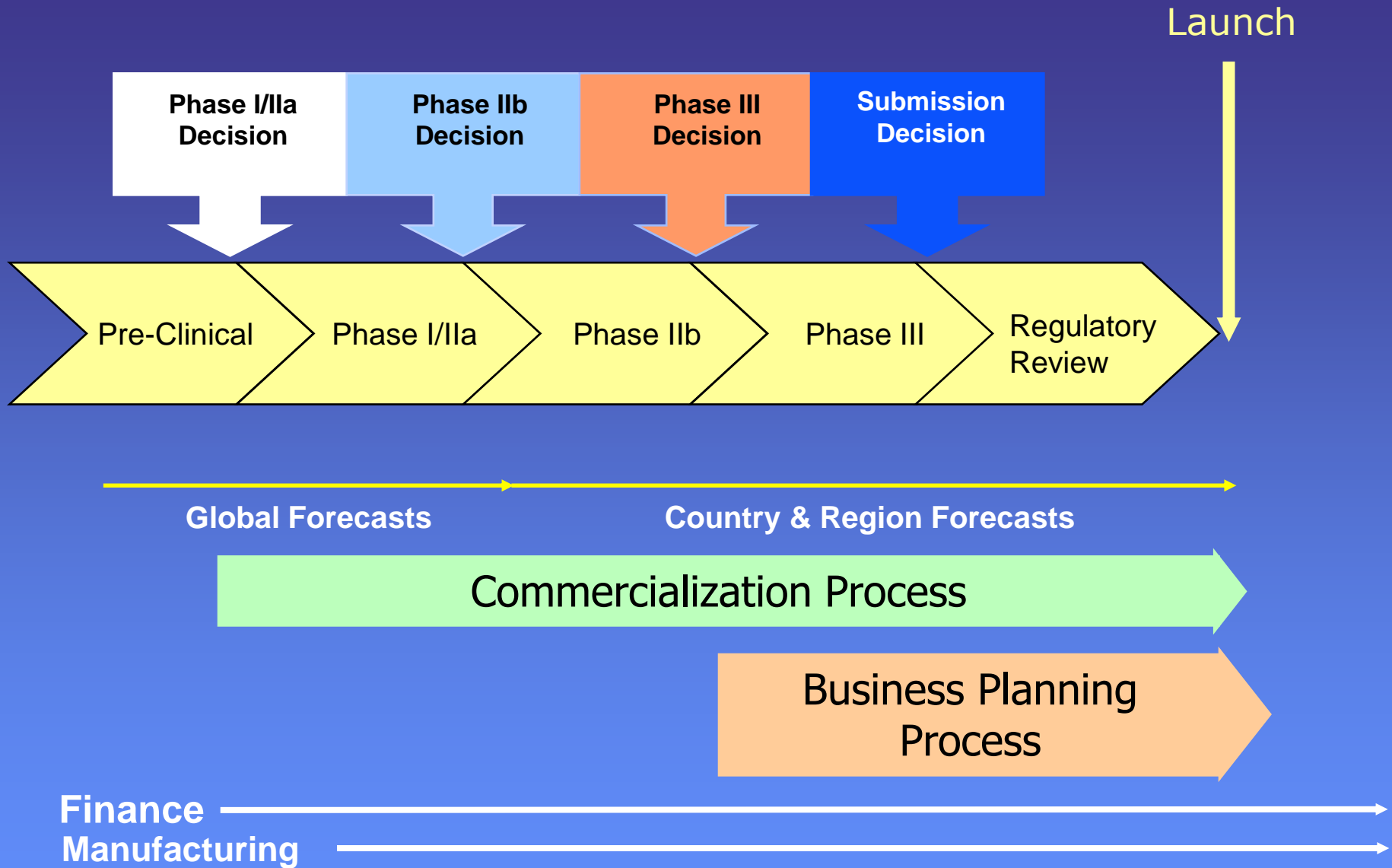
Deliverables by Phase

Marketing Planning Document

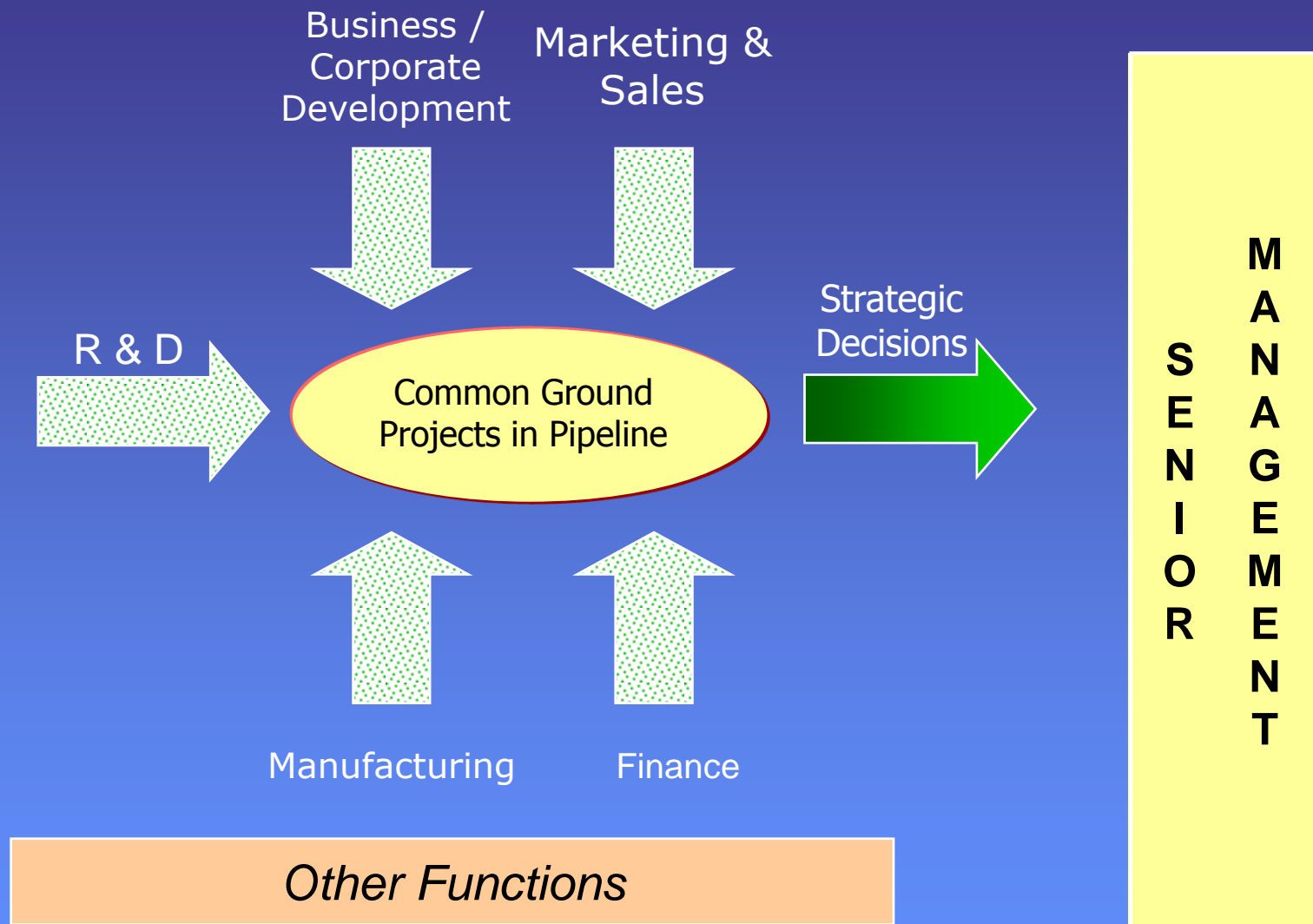
Commercialization Process - T & E Schedule



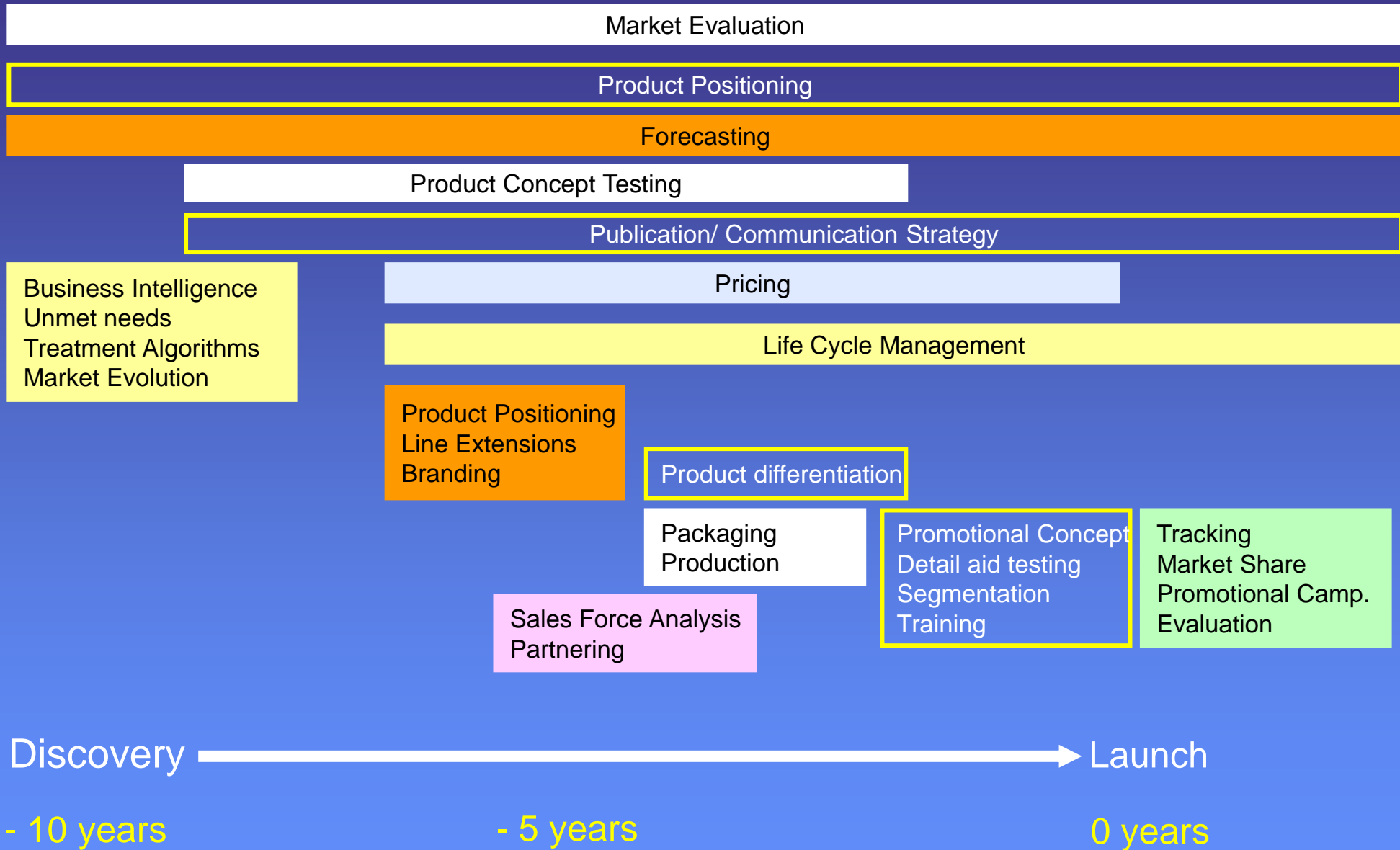
Product Development Process



Strategic Decision Making



Development Phases and Activities



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Deliverables - Discovery Phase

- Market assessment
- Business Intelligence
 - Competitive Analysis
- Market Research
 - Current Market
 - Future Market
 - Treatment Algorithms
 - Pricing & Reimbursement
 - Unmet medical needs

- Goals is to get an overview about
 - Market potential
 - Patient Population
 - Products needed
 - Changes in treatment patterns
- Which market (s) this potential product might serve
- Current and future competitive situation in the various markets



Go/ No Go Decision
Start Pre- Clinical Trials



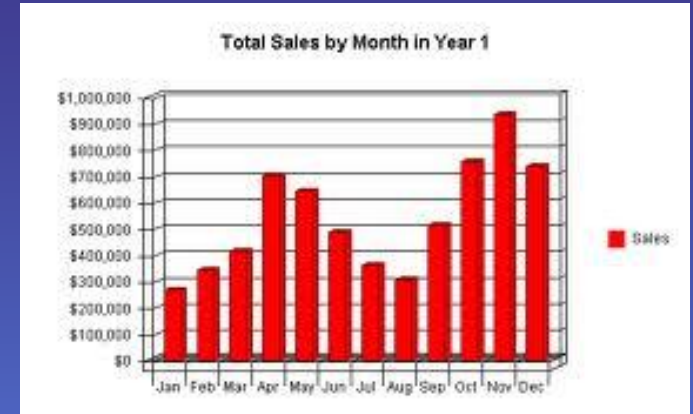
Sales Forecast Discovery Phase

Forecast objectives

- Define Market attractiveness / opportunities
- Estimate competitiveness (CPP)

Forecast based on

- Epidemiological data
- TPP / CPP
- Pricing / Reimbursement assumptions
- Current therapy
- Competition in development
- IP situation



Sales Forecast				
	Jan	Dec	Year1	Year 2
Unit Sales				
Systems	85	275	2,255	2,590
Service	200	343	3,128	6,020
Software	150	490	3,880	5,050
Training	145	200	2,230	4,050
Other	160	280	2,122	2,500
Total Unit Sales	740	1,508	13,715	20,090
Unit Prices				
Systems	\$2,000.00	\$1,984.50	\$1,988.90	\$1,956.50
Service	\$75.00	\$67.50	\$68.54	\$69.50
Software	\$200.00	\$207.50	\$212.87	\$195.50
Training	\$37.00	\$50.00	\$46.54	\$72.50
Other	\$200.00	\$200.00	\$294.21	\$300.00
Sales				
Systems	\$170,000	\$545,736	\$4,466,708	\$4,961,240
Service	\$15,000	\$22,981	\$214,388	\$504,050
Software	\$30,000	\$101,430	\$847,220	\$975,050
Training	\$5,365	\$10,000	\$103,795	\$188,050
Other	\$48,000	\$56,000	\$636,520	\$750,050
Total Sales	\$268,365	\$740,147	\$6,468,631	\$7,478,440



Deliverables – Pre - Clinical Phase

- Key deliverable is the initial Target Product Profile (TPP)
- In addition several alternative TPP's (APPs)
 - Clinical develop fails to provide or exceeds initial TPP
- The TPP/ APP's determine
 - Forecast assumptions regarding
 - Product and Market / Competition

The TPP should address

- Patient population
- Competitive assessment
- Comparative performance profile (CPP)
- Treatment algorithms
- Pricing
- Reimbursement

Early Concept Development
Advocate selection
Start develop Publication Plan /
Communication plan Initial Product Forecast



First Commercial Statement of Interest

- Brief statement derived from TPP, describes the product attributes needed to be commercially successful
 - Target patient population
 - Indication
 - Efficacy
 - Safety / Side effect profile
 - Dosage and administration
 - Price
 - Costs and health economic factors
- The statement should be factual and realistic
- Should clearly state areas of competitive differentiation to the extend possible at this stage of development



Forecast Pre - Clinical Phase

Forecast objectives

- Define Market attractiveness / opportunities
- Estimate the companies / product competitiveness

Forecast based on

- Epidemiological data
- Pricing / Reimbursement assumptions
- Current therapy
- Competition in development
- First ideas about product attributes and competitive differentiation
- Patent situation



Deliverables – Clinical Phase I

- INN development
- First market assessment for pricing
- Preliminary pricing recommendation
- Preliminary branding concept
- Updated TPP
- Updated sales & profit forecast
- initial NPV calculation



- Communication Plan
- Early concept development and testing
- Advocate selection
- Publication Plan – execution
- HE assessment
- Start lifecycle management



Forecast – Clinical Phase I

Forecast objectives

- Assess potential of product profile
- Get a 10 years P&L
- First demand Forecast (long-term impact)
- Identify incremental value (**NPV**) of each TPP

Sales & Profit Forecast based on

- Epidemiological data
- Target product Profile / Alternative TPP
- Pricing/ Reimbursement assumptions
- Current therapy
- Competition in development
- Patent situation



NPV = Total PV of future cashflows – Initial cashflow (CF_0)

$$NPV = \sum_{i=1}^n \frac{CF_i}{(1+r)^i} - CF_0$$

$$NPV = \left[\frac{CF_1}{(1+r)^1} + \frac{CF_2}{(1+r)^2} + \dots \right] - CF_0$$

r = discount rate

n = time period of the project / investment



Deliverables – Clinical Phase II

- Preliminary product positioning
- Market assessment based on positioning
- Selection of marketing agency
- INN registration
- Brand Name development
- Brand name testing
- Update Pricing
- Update TPP
- Update Forecast (develop first scenarios)
- Draft labeling
- Communication Plan – execute
- Publication Plan – execute
- Finalize early concept development and testing
- Full NPV analysis based on “robust forecast model”

- Advocate selection and maintenance
- Start developing phase IIIb/ IV plans
- HE assessment
- Formalize HE objectives
- Define HE operational plan
- Update life cycle management plan



Forecast – Clinical Phase II

Forecast objectives

- Assess product profile
- Get a 10 years P&L
- Demand Forecast (Volume)
- Identify incremental value of each TPP
- Full NPV analysis incl. Sensitivity

Forecast based on

- Epidemiological data
- Target product Profile / Alternative TPP
- Pricing / Reimbursement assumptions
- Current therapy
- Competition in development
- Generics / Biosimilars
- Patent situation



Deliverables – Clinical Phase III

- Positioning study
- Final positioning
- Registered brand names
- Pricing and positioning study based on phase II results
- Select agency for branding
- Brand strategy
- Final TPP - Labeling
- Update forecast
 - Contingency plans
- Communication plan – execute
- Publication plan – execute
- Advocate selection and maintenance
- Finalize phase IIIb/ IV plans and implement
- HE core model / HE studies
- Update Lifecycle Management Plans and start implementing

OUR
IS THE ONLY

THAT .



Positioning Statement – The (sustainable and compelling) reason why brand target market include brand as part of their consideration set.



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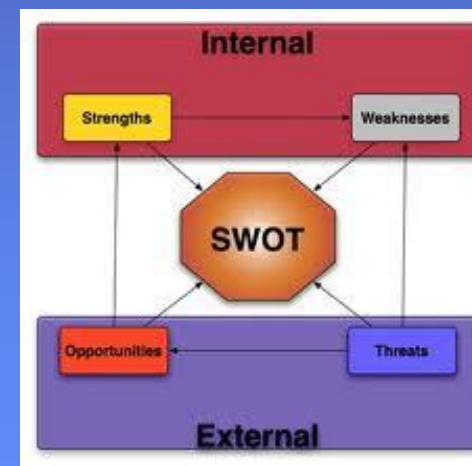
Commercialization Process - T & E Schedule



Executive Summary

This section contains an overall summary of the contents of the Product Marketing Plan in a condensed form.

- Market Summary
- Competitive Analysis
- SWOT Analysis
- Product Performance
- Product Strategy
- Critical Success Factors (CSF's)
- Contingency Plans
- Financial Summary

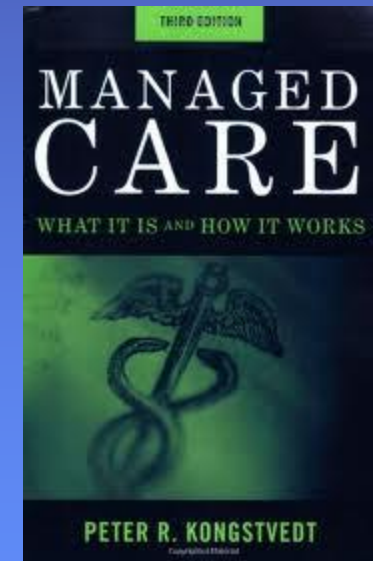


Market Overview (I)

Market Overview

External Factors

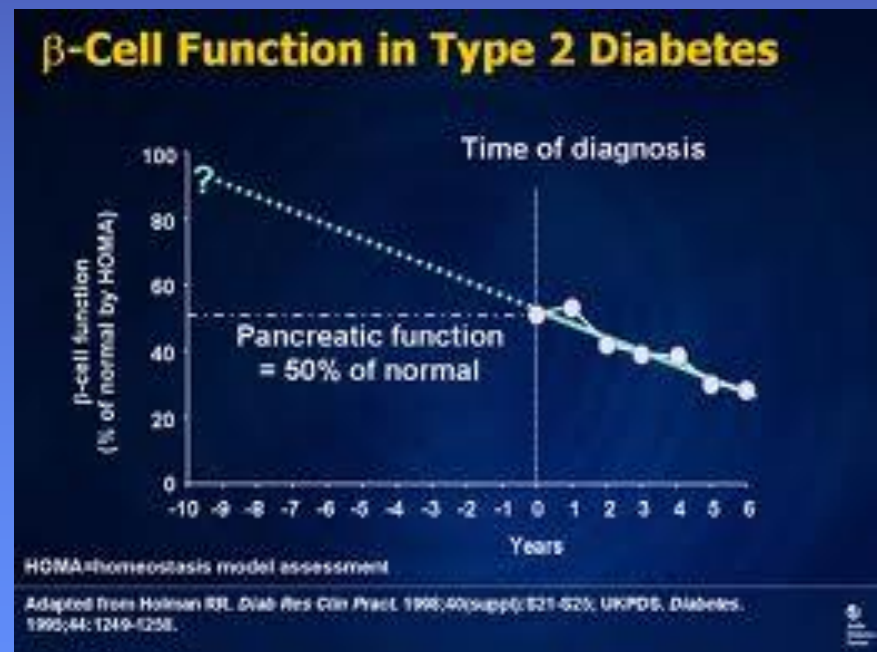
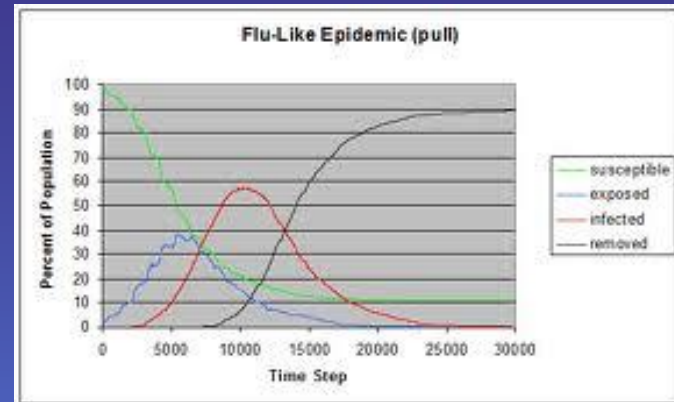
- Environmental
(e.g. Inflation)
- Political
(Medicare, Medicaid, Pricing etc.)
- Social
(Public Opinion etc.)
- Technology
(Internet, e-business, Genetic engineering)



Market Overview (II)

The Disease

- Incidence & Prevalence
- Target Population / Eligible Population
- Current Treatment
- Future Treatment
- Disease Burden
- Generics
- Biosimilars



Market Overview (III)

Market Analysis and Projections

Market Definition

Epidemiology
TRX, Consumption
ATC's
Diagnosis
Mixed
Competitive set

10 basic models

EPIDEMIOLGY: the study of the distribution and determinants of health-related states or events in *specified populations*, and the application of this study to control of health problems.

Last, J. M. (Editor). A Dictionary of Epidemiology, 3rd Edition. 1995. New York: Oxford University Press.



Market Overview (IV)

Definition of Competition

- Current Competition
 - Drug treated Population
 - Non-drug treated population
- Emerging / Future Competition
- Generics
- Biosimilars
- Alternatives to drug treatment
 - Physical therapy
 - Psychology

Monopolistic Competition in the Short-Run

- Profits are not guaranteed. Here, a firm with a similar cost structure is shown facing a weaker demand and suffering short-run losses.



Market Overview (V)

Quantitative Market Analysis

Evaluation of Competition

- Branded competition
- Generic competition
- Biosimilar competition
- Market growth pattern
- Volume & Price evolution
- Competitive / promotional intensity Ratio analysis
- SWOT Analysis
- Comparative performance profile (CPP)
- Life Cycle Analysis
- Critical Success Factors
- Competitive pipeline
- Non pharmaceutical therapeutic alternatives



Market Overview (VI)

- Market structure analysis
Branded, Generic, Biosimilar,
alternative treatment approaches
- Sales History (5 year)
Volume, Price, Currency
Leading products & key competitors
- Competitive intensity by target
audience
- Promotional effectiveness analysis
Ratio analysis, “bang for the buck”
- New Product Launch analysis
Promotional effectiveness
Sales response estimation
- Customer Segmentation Analysis



Planning Consideration and Assumptions (I)

Highlights of environmental overview SWOT analysis

Strengths <ul style="list-style-type: none">• Criterion 1• Criterion 2• Criterion 3	Weaknesses <ul style="list-style-type: none">• Criterion 1• Criterion 2• Criterion 3
Opportunities <ul style="list-style-type: none">• Criterion 1• Criterion 2• Criterion 3	Threats <ul style="list-style-type: none">• Criterion 1• Criterion 2• Criterion 3



Planning Consideration and Assumptions (II)

Critical Success Factors (CSF's)

- Social / Political / Environmental / Technical
- Healthcare Industry
- Managed Care
- Pharmaceutical Industry
- Product / Technology
- Market / Market Segments
- Target Audience
- Competition
 - Branded
 - Generic
 - Biosimilar
- Other



Marketing and Commercial Objectives

- Sales
Volume, Price, Currency
- Market Position
Market share targets
Therapeutic class, Volume, TRX, Pricing,
Reimbursement
- Promotional Strategy
Target audience Selection, Share of Voice
- Promotional Mix
Sales Force, A&P, Phase IIIb / IV, Advocate
development
- Life Cycle Strategy / Management
Line Extensions, post patent strategy



Product Marketing Strategy

Key Market Place Assumptions / Trends

Strategic Intent

- First to Market
- Best to Market
- Me-too
- Market Leadership

Summary of Marketing Profile of the Product

- Product Differentiation
- USP

Comparative Performance Profile (CPP)

- Efficacy attributes
- Safety attributes
- Convenience attributes (e.g. QD)
- Cost, Price, Reimbursement

Marketing / Promotional Strategy

- Outspend competition to reach quick market penetration (Market leadership strategy)
- Balanced promotional spending strategy to gradually penetrate the market (Short term / long term profitability balance)

Comparative Performance Profile	Competitor 1	Competitor 2	Competitor 3	New Product
Efficacy				
Approved Indications				
Efficacy Parameter 1	+	++	+	
Efficacy Parameter 2	++	++	+	
Efficacy Parameter 3				
Safety				
Safety Parameter 1	-	-	--	
Safety Parameter 2				
Safety Parameter 3				
Mechanism of Action				
Mode of Application				
Oral	Yes	Yes	Yes	
I.M.				
I.V.		Yes	Yes	
S.C.				
Dosing / Convenience (per Form)	QD	2X	2X	
Price / Treatment Cost	2 \$ DTC	1.5 \$ DTC	3.0 \$ DTC	
Reimbursement	Tier 1	Tier 2	Tier 2	
Other relevant Differentiators				



Marketing Strategy, Tactics, Results

- Product Positioning Statement
- Key Messages
- Target Audience / Customer centered Strategy
- Pricing Strategy
- Promotional Mix
 - Sales Force
 - Advertising & Promotion
 - Medical / Phase IIIb / IV
- Other strategic components

- Reimbursement Strategy
- Health Economics Plan
- Medical Plan
- Product P & L
- Financial Summary
- Scientific & Commercial probability of success
- NPV, DCF, Sensitivities
- CSF's, Upside / Downside Potential
- Contingency Plans



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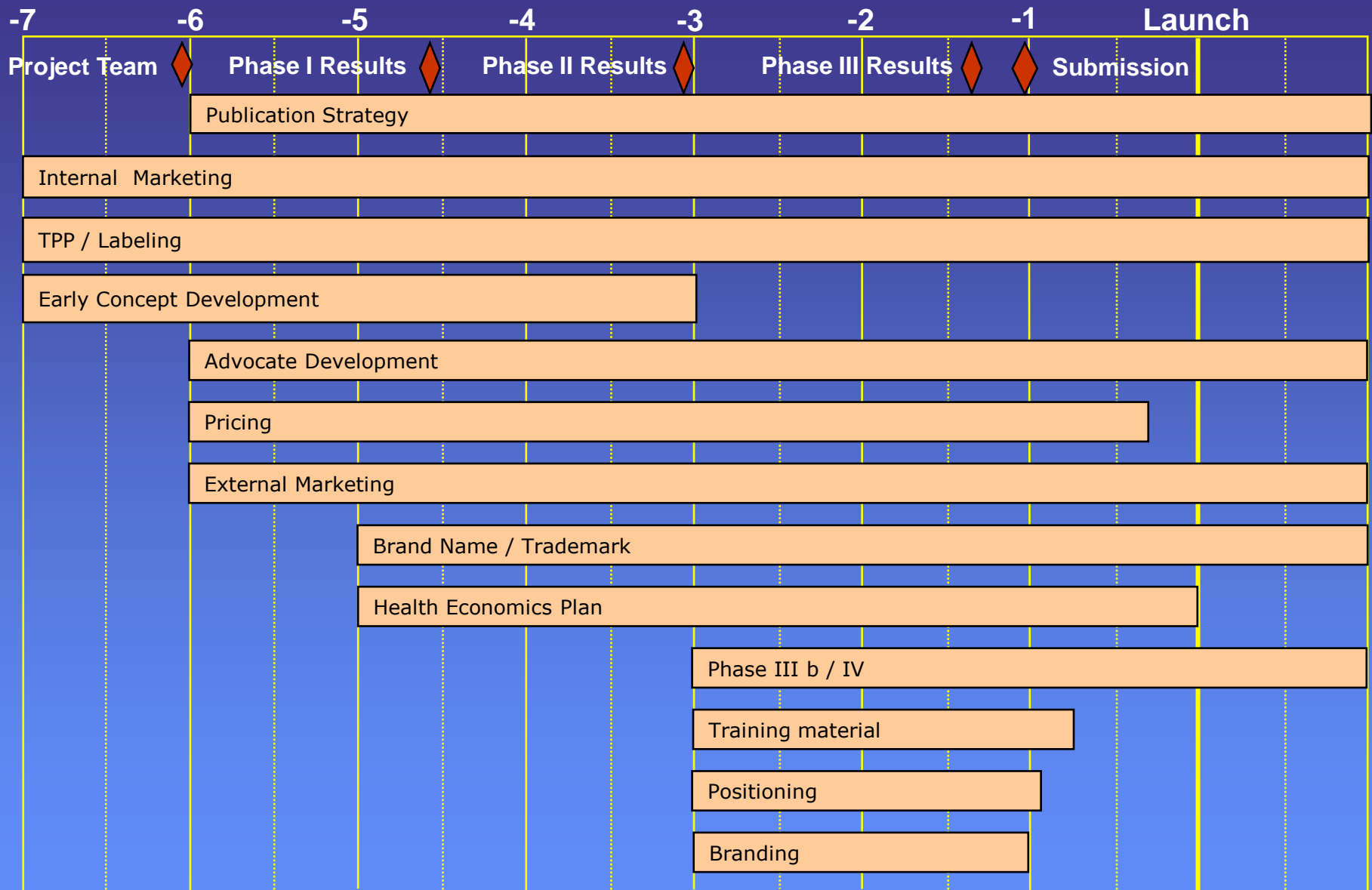
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Commercialization Activities



Marketing - TPP/ Labeling

Deliverables

- Initial Target Product Profile (Alternative TPPs)
- Clinical Development Plan supporting the TPP (Alternative TPPs)
- Revised TPP at key decision points
- Labeling and claims allowing the optimal commercialization

Scope

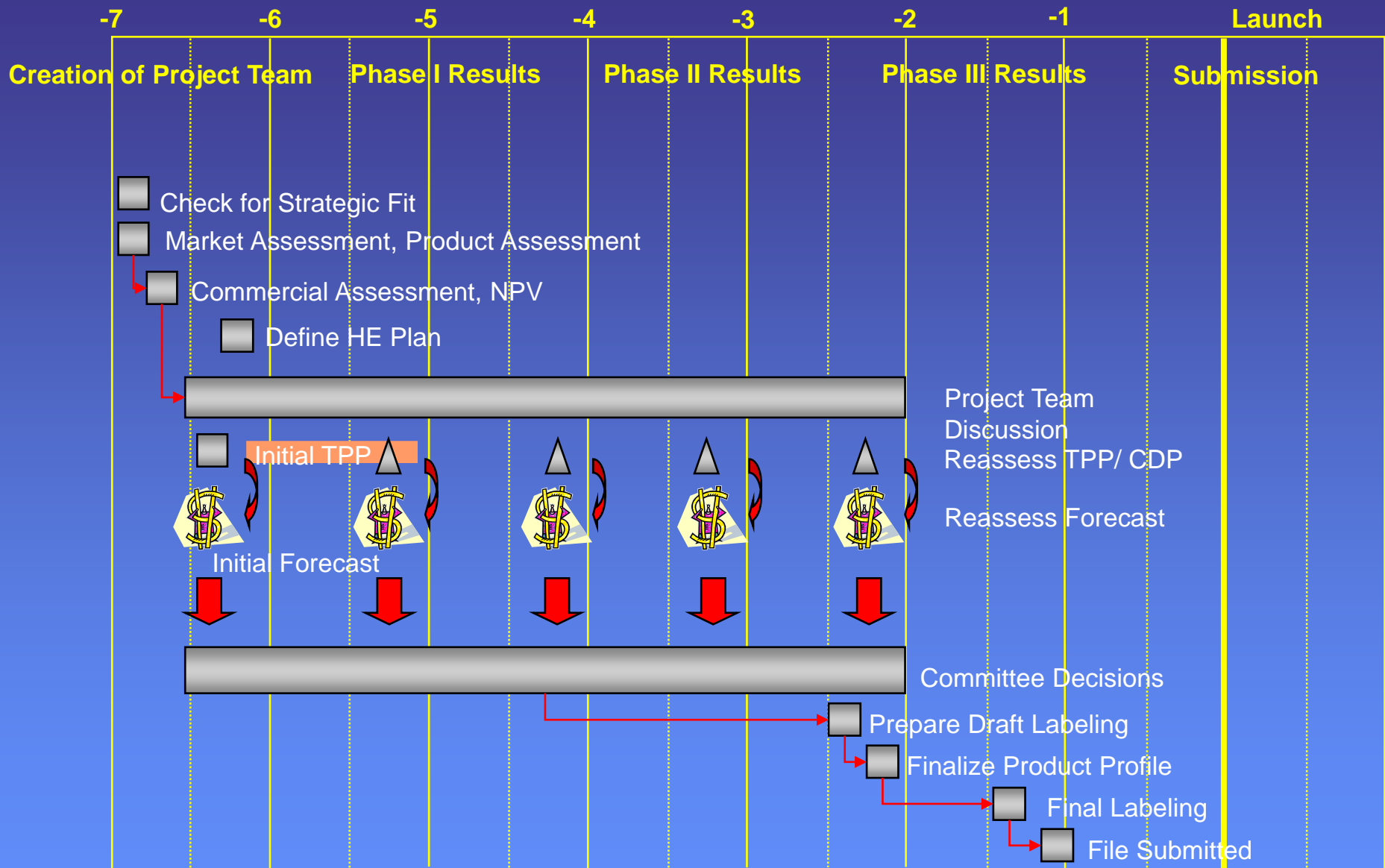
- Marketing team
- Project team
- Global
- Regional
- Country
- Regulatory Affairs
- Labeling

Activities

- Market Assessment
- Product Assessment
- Marketing Research (concept testing)
- Development of Decision tree
- Development of preliminary labeling for each TPP
- Initial Positioning Statement



Marketing – TPP / Labeling



Marketing Platform TPP/Labeling (1) for Illustration Purposes only

Task	Respons.	Input	Source	Output	Final
Check for Strategic Fit	PT	<ul style="list-style-type: none"> SM 	<ul style="list-style-type: none"> SM PT 	Go/no go decision	<ul style="list-style-type: none"> PT NPC
Market Assessment	<ul style="list-style-type: none"> PT MR External Experts 	<ul style="list-style-type: none"> Product Attributes Comparative analysis, etc. 	<ul style="list-style-type: none"> PT MR External Experts 	Market assessment	<ul style="list-style-type: none"> DNP GMT PT
5 Countries Validation	<ul style="list-style-type: none"> 5 Countries 	<ul style="list-style-type: none"> Above 	<ul style="list-style-type: none"> 5 Countries 	Validation by countries	<ul style="list-style-type: none"> DNP PT
Commercial Assessment	<ul style="list-style-type: none"> MR PT Ext. agency 	<ul style="list-style-type: none"> All above data 	<ul style="list-style-type: none"> MR PT External agency 	Early forecast	<ul style="list-style-type: none"> GMT PT
Project Team Discussion	<ul style="list-style-type: none"> PT 	<ul style="list-style-type: none"> Commercial assessment 	<ul style="list-style-type: none"> PT 	Understanding and agreement	<ul style="list-style-type: none"> PT
TPP Formulated	<ul style="list-style-type: none"> PT 	<ul style="list-style-type: none"> All above steps 	<ul style="list-style-type: none"> PT 	Initial TPP	<ul style="list-style-type: none"> PT PPRC NPC
CDP Process Loop	<ul style="list-style-type: none"> PT (5 countries validate) 	<ul style="list-style-type: none"> Study results labeling Impact Commercial assessment 	<ul style="list-style-type: none"> PT (5 countries validate) 	Revised TPP	<ul style="list-style-type: none"> PT PPRC NPC
Define Early HE Plan	<ul style="list-style-type: none"> PT MR HE 	<ul style="list-style-type: none"> All marketing data CDP 	<ul style="list-style-type: none"> PT MR HE 	Initial HR plan	<ul style="list-style-type: none"> PT



Marketing Platform TPP/Labeling (2) for Illustration Purposes only

Task	Resp	Input	Source	Output	Final
Forecast	<ul style="list-style-type: none"> GCT PT MR 	<ul style="list-style-type: none"> All previous information Advocate panel 	<ul style="list-style-type: none"> GCT PT MR 	Forecast	<ul style="list-style-type: none"> PT GMT
Forecast	<ul style="list-style-type: none"> GCT (5 ctys) PT MR 	<ul style="list-style-type: none"> All previous information Concept test 	<ul style="list-style-type: none"> GCT (5 ctys) PT MR 	Forecast	<ul style="list-style-type: none"> PT GMT
Forecast	<ul style="list-style-type: none"> GCT (12 ctys) PT MR 	<ul style="list-style-type: none"> All previous information Phase II results 	<ul style="list-style-type: none"> GCT (12 ctys) PT MR 	Forecast	<ul style="list-style-type: none"> PT GMT
Forecast	<ul style="list-style-type: none"> GCT MR 	<ul style="list-style-type: none"> Product Information Plans Market data, etc. 	<ul style="list-style-type: none"> GCT MR 	Product backgrounder	<ul style="list-style-type: none"> GCT GMT
DNP to TL Transition	<ul style="list-style-type: none"> PT TL GCT DRA 	<ul style="list-style-type: none"> Clinical data TPP Marketing data 	<ul style="list-style-type: none"> PT TL GCT DRA 	Draft labeling	<ul style="list-style-type: none"> PPRC NPC
Prepare Draft Labeling	<ul style="list-style-type: none"> GCT 	<ul style="list-style-type: none"> Phase III results MR finding 	<ul style="list-style-type: none"> GCT 	Final profile (TPP)	<ul style="list-style-type: none"> PT GMT
Finalize Product Profile	<ul style="list-style-type: none"> PT BTL GCT DRA 	<ul style="list-style-type: none"> Phase III results MOH/FDA 	<ul style="list-style-type: none"> PT BTL GCT DRA 	Final profile (TPP)	<ul style="list-style-type: none"> NPC
Submit File	<ul style="list-style-type: none"> DRA 	<ul style="list-style-type: none"> Phase III results MOH/FDA 	<ul style="list-style-type: none"> DRA 	File submitted	<ul style="list-style-type: none"> NPC CEO



Early Concept Development and Testing

Deliverables

- Market definition, definition of competition
- Preliminary positioning of the product
- Create A Product Concept based on TPP (Alternative TPP)
- First set of forecast assumptions and forecasts (NPV, DCF)

Scope

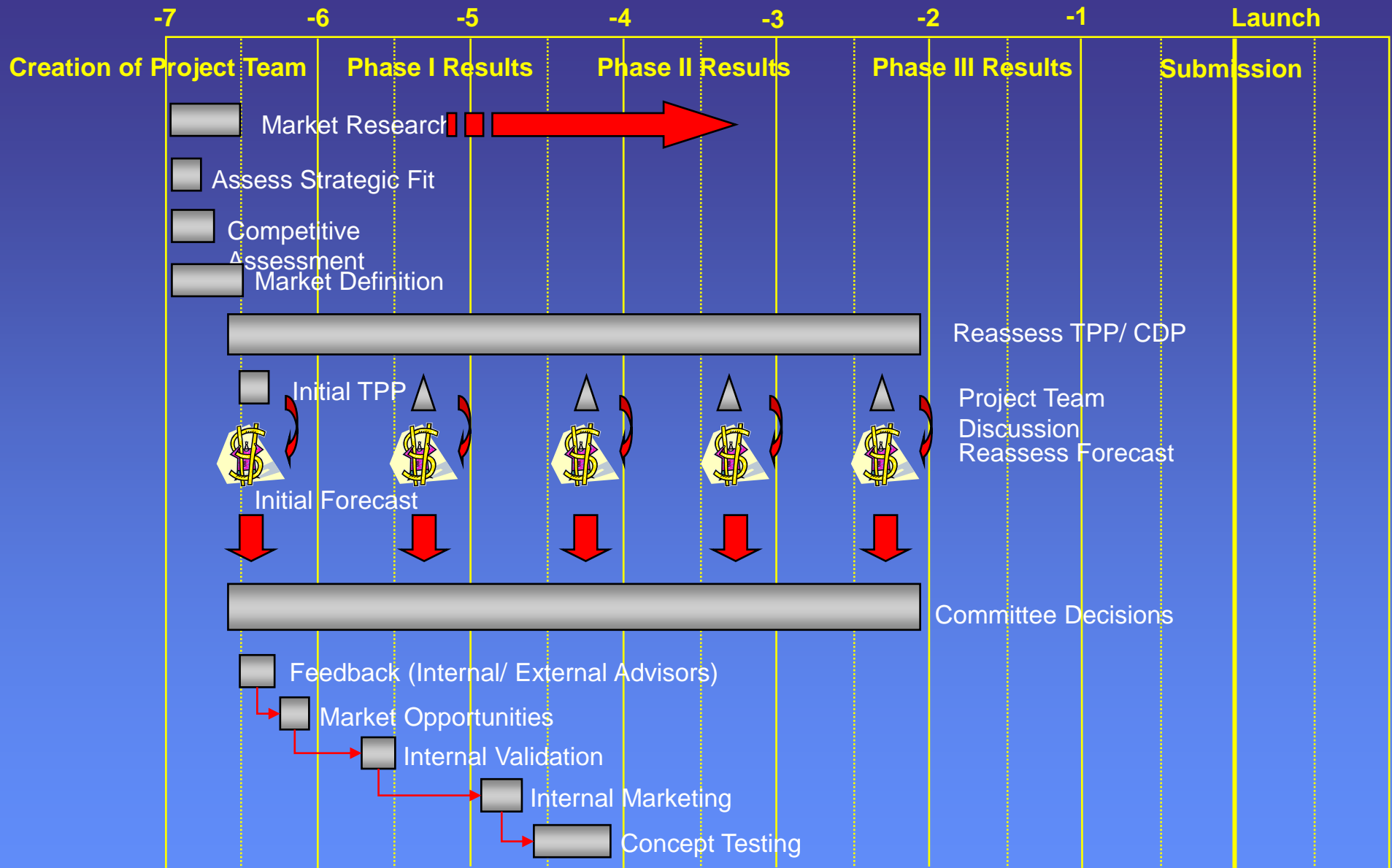
- Marketing Team
- Project Team
- Global
- Regions/ Countries
- Regulatory Affairs

Activities

- Primary and secondary Market Research
- Advisory Boards / Advocate Panels
- Sales & Profit Forecasts
- Preliminary Positioning



Early Concept Development and Testing



Early Concept Development & Testing

Deliverables

Product Concept

Brief statement derived from the TPP, describes the expected product attributes needed for successful commercialization:

Elements for the expected labeling

- Target indication for specific patient populations
- Efficacy (Comparative performance)
- Safety / side effects
- Dosage, administration, convenience
- Cost Price, Daily Treatment Cost and health economics factors (Relative Cost Effectiveness)



Communication - Internal

Deliverables

- Generate enthusiasm
- Stress commercial potential of the product
- Point out overall importance for company
- Ensure maximum buy-in of all appropriate people
- Re-assess information communicated at each decision point

Scope

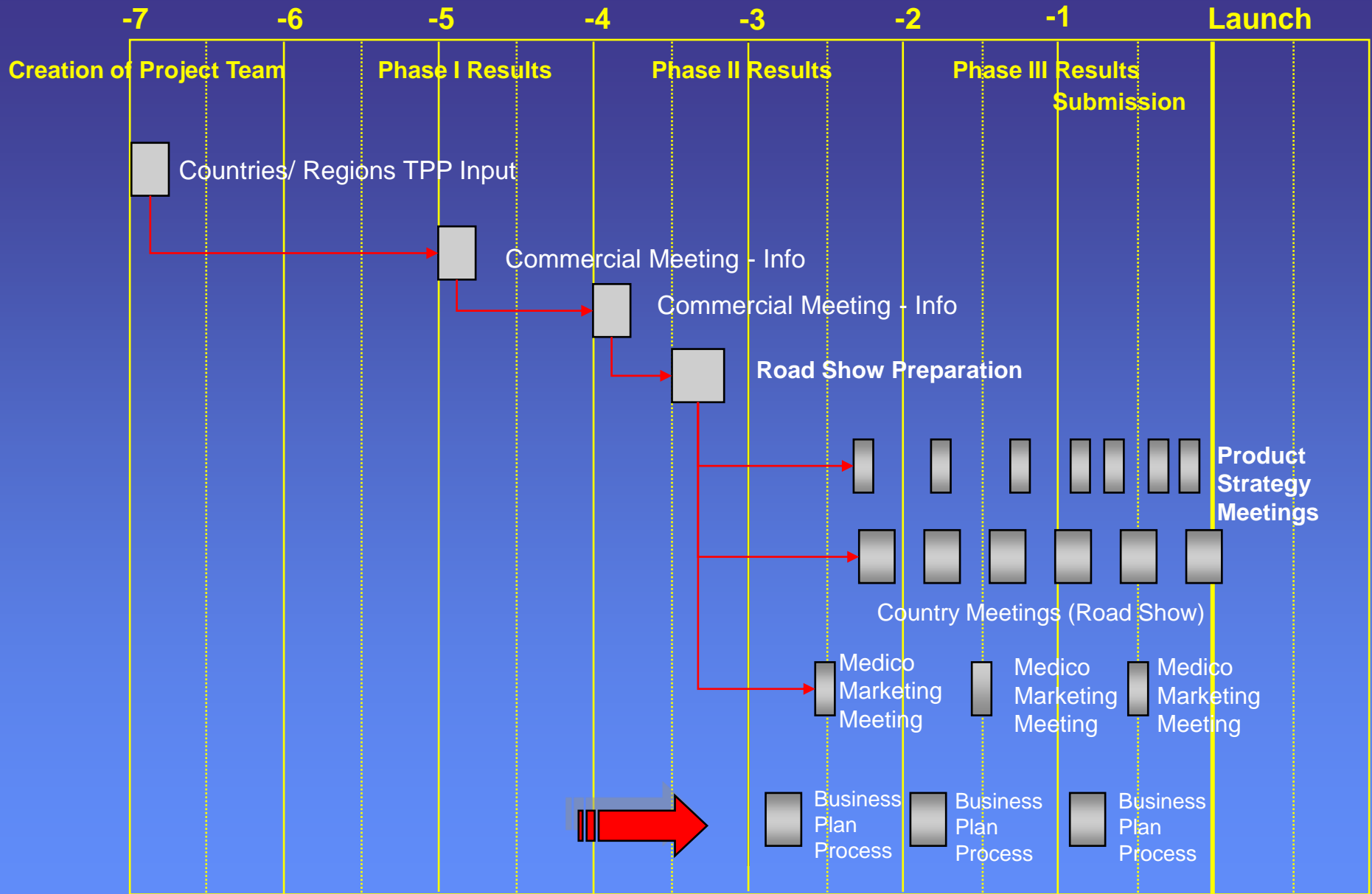
- Committees
- Teams
- Regions
- Countries
- Functions

Activities

- Meetings
(product strategy, medico-marketing, etc.)
- Written/ Electronic Communication
- Newsletters, Emails
- Databases, Web pages
- Intranet presence



Communication - Internal



Communication

Patients - Caregiver Awareness Program

Deliverables

- CREATE DEMAND
- Create/ increase product awareness among target audiences
- Establish Brand image/ Company image
- Prepare market for product introduction
- Contingency Plans for everything

Scope

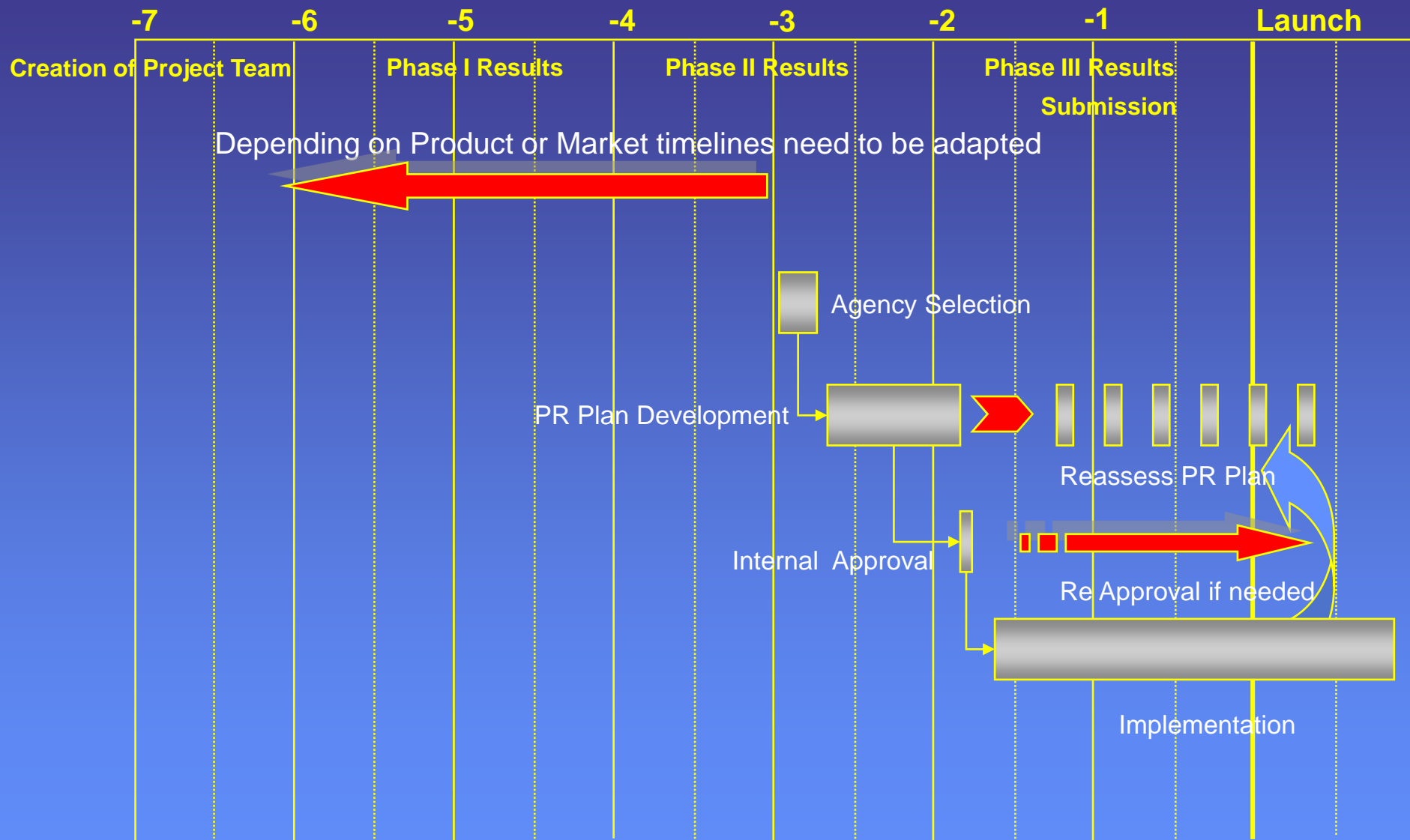
- Global
- Countries
- Financial investors
- Health care providers
- Government agencies
- Health insurance bodies
- Pharmacies

Activities

- Involve PR agencies
- Involve Investor Relations Department
- Involve Communications Department
- Advisory boards/ advocates
- Press releases



Communication Patient - Caregiver Awareness Program



Communication - Launch

Deliverables

- Core communication material
- Promotional guidelines, promotional material
- Launch sequence
- Supply plan, samples, study supply
- Common packaging guidelines

Scope

- Marketing Team
- Global/ Regional
- Countries
- Supply Chain
- Regulatory affairs

Activities

- Workshops
Plan Development
- Country visits
- Agencies production of material



Medical Plan - Publications

Deliverables

- Effective communication of supportive data (Commercial Needs)
- Increasing awareness around product in target audiences
- Market preparation

Scope

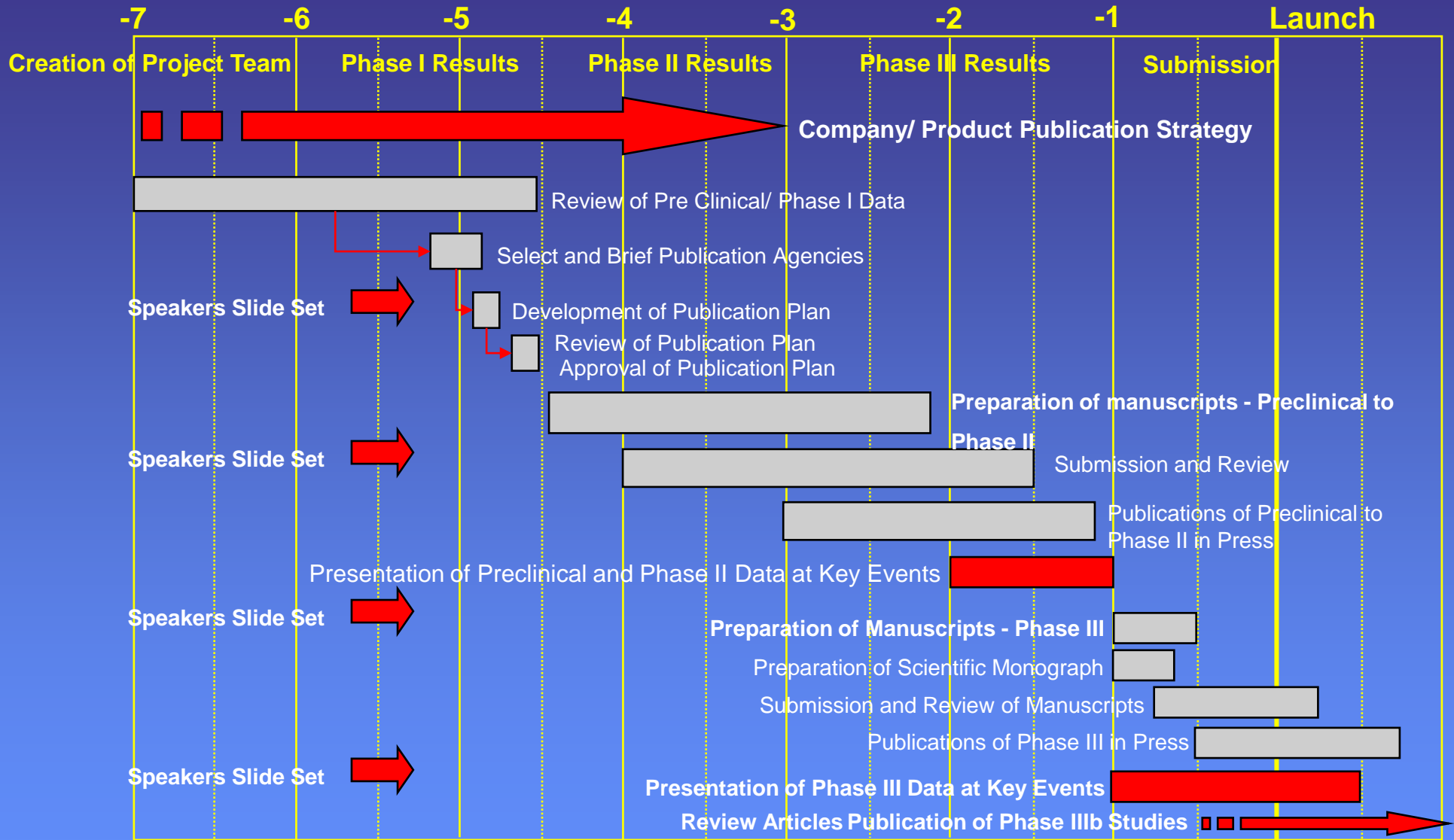
- Global/ regional publication strategy
- Marketing Team
- Project Team
- Regulatory Affairs
- Medical Affairs

Approach

- Determine consistent messages
- Select external agency
- Select Scientific journals and other key publications channels based on target audience



Medical Plan Publication Strategy



Medical Plan - Phase IIIB/ IV - Health Economics

Deliverables

Data to further differentiate product
Additional data supporting price negotiations
Data supporting maximization of market potential
Data supporting rapid market penetration of drug

Scope

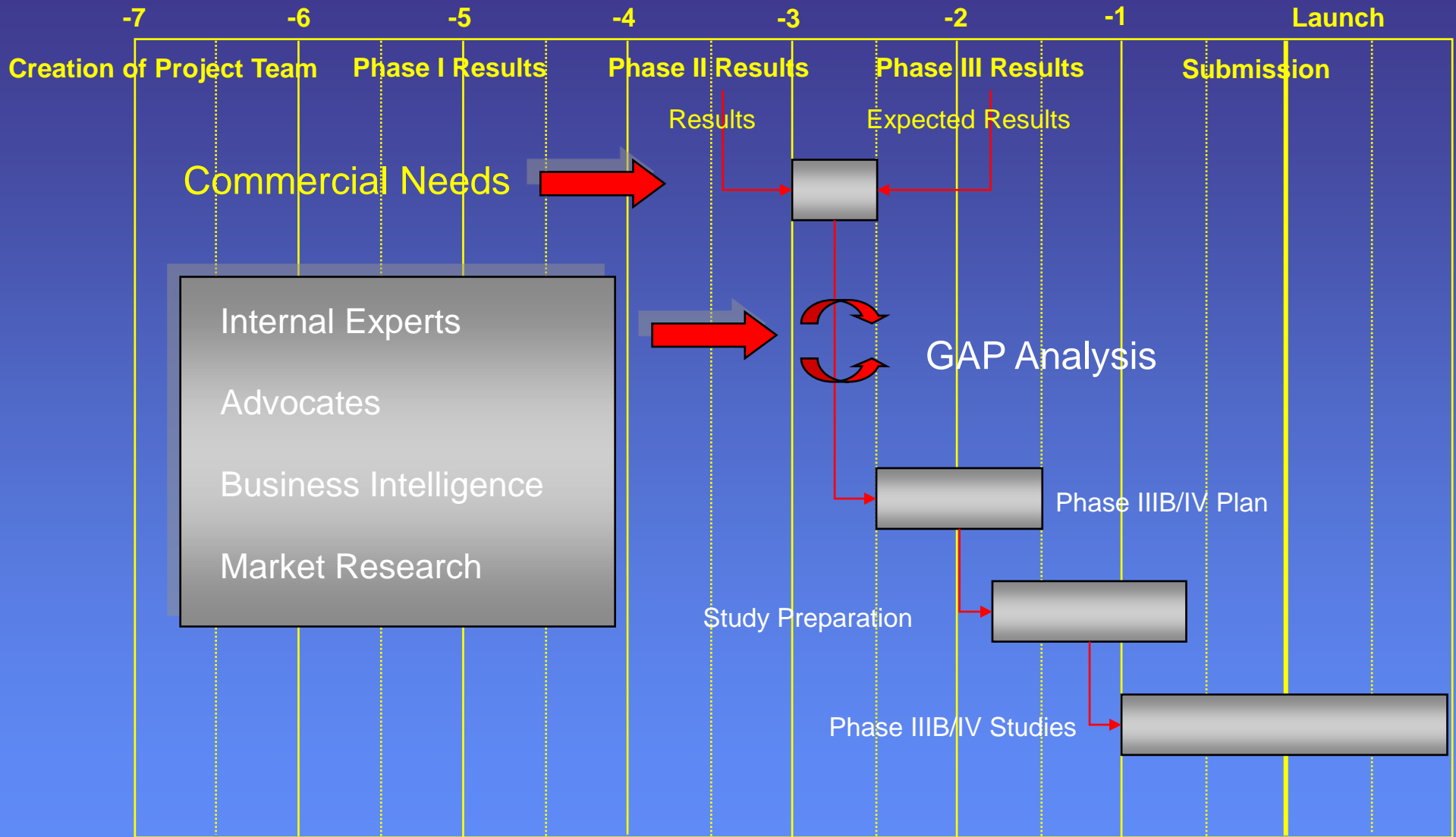
- Global
- Regions
- Key markets
- Advocates
- Key pre scribers

Activities

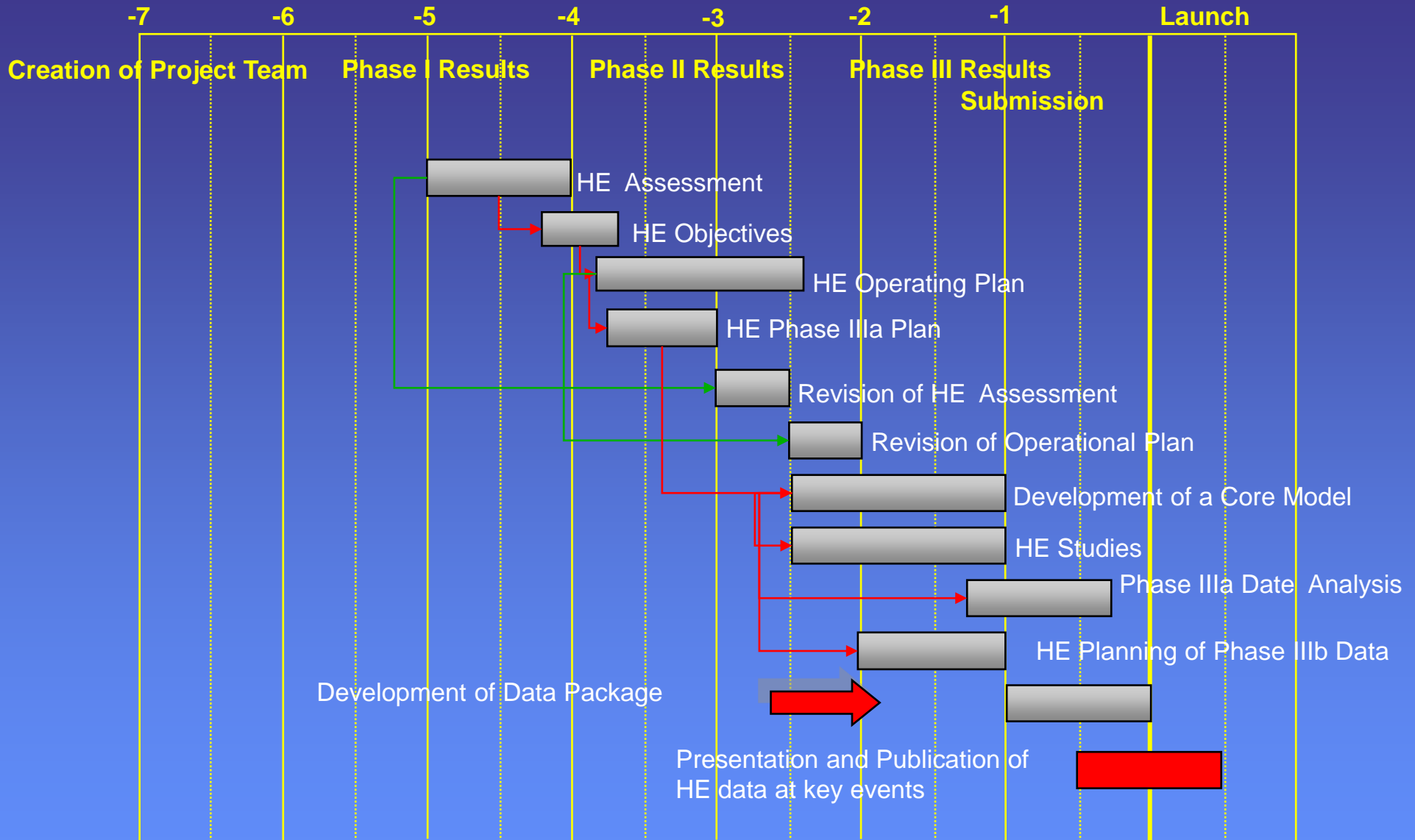
- Determine data needed
- Determine expected study outcome
- Coordination across company (synergies)
- Outsourcing (CROs)
- Develop global / country grid for placement of studies



Medical Plan / Phase IIb/IV



Medical Plan Health Economics



Medical Plan / Advocate Development

Deliverables

- External product experts and advocates
- Recommendations on medical & marketing throughout the development of the product

Scope

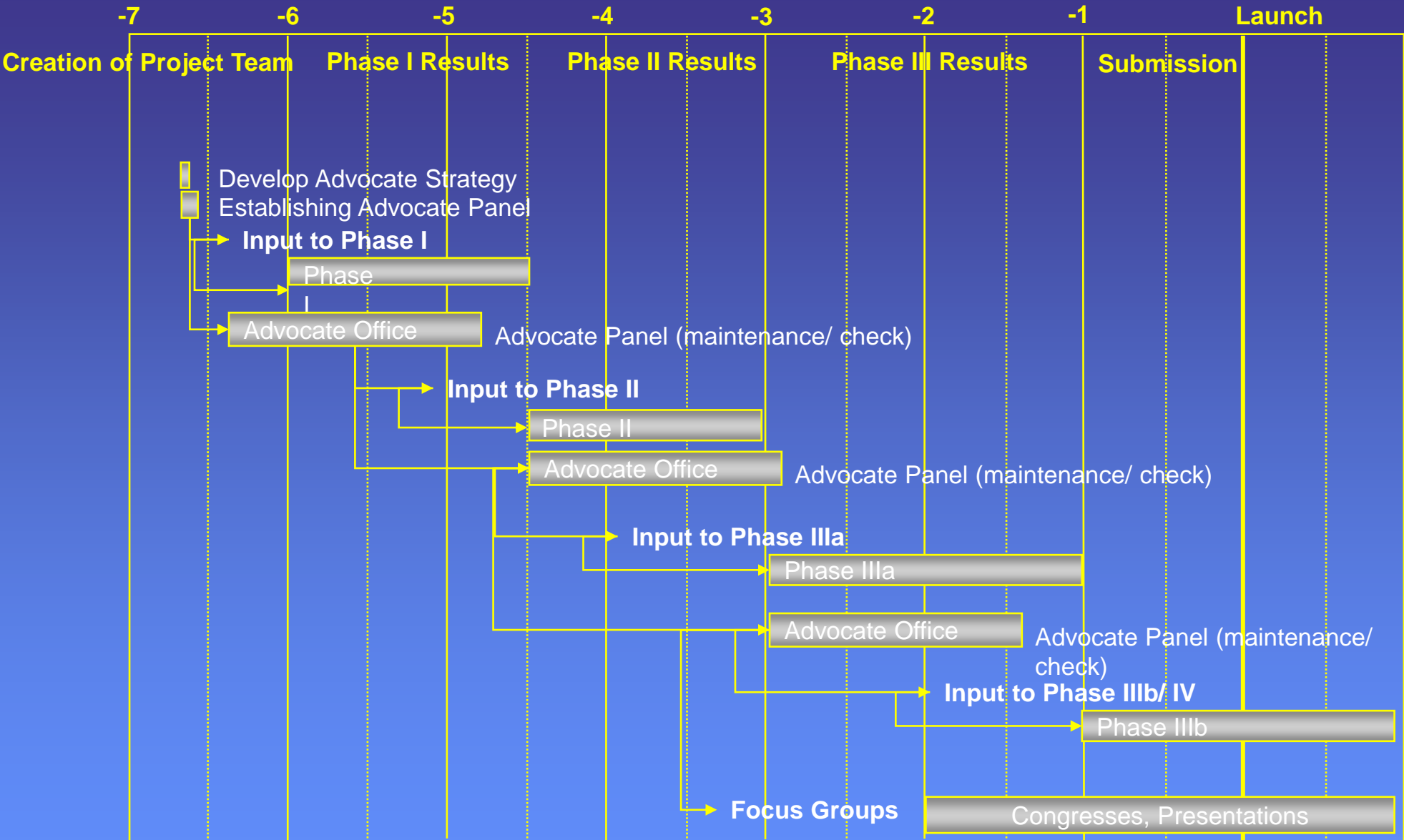
- Global
- Countries
- Medical Affairs
- Marketing Team
- Project teams
- Regulatory Affairs

Activities

- Develop Speakers/Influencers
- Input to CDP and Phase IIIb/IV
- Input to marketing elements
- Build panel of experts for use with regulatory authorities
- Generate publications
- Provide product feedback
- Advocates



Medical Plan - Advocates



Marketing - Positioning

Deliverables

- Product positioning (global or local)
- Core messages
- Set of activities / outcomes needed to accomplish task

Scope

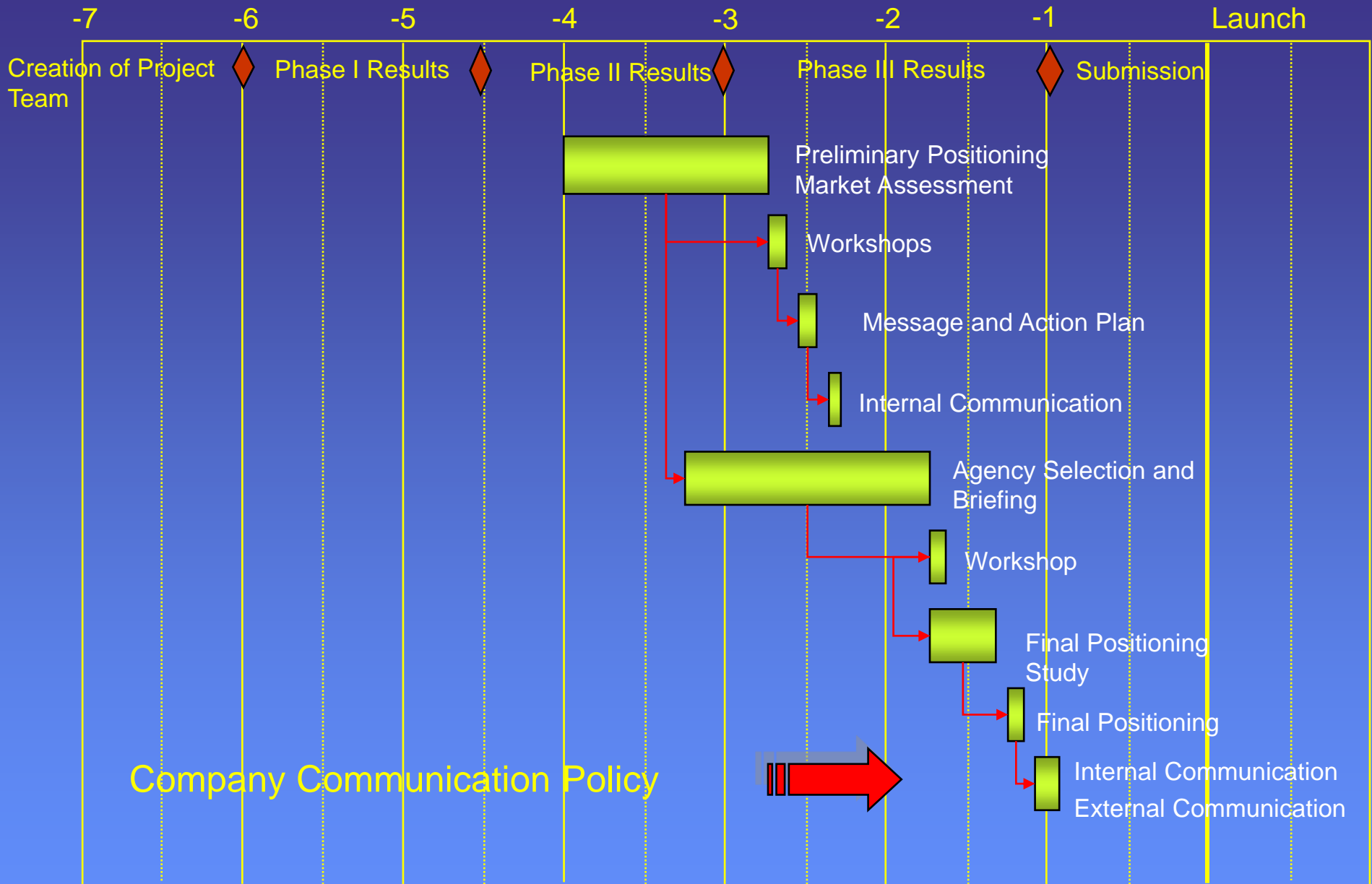
- Global
- Regional
- Country
- Project team
- Marketing team

Activities

- Market research
- Product strategy meetings
- Agencies
- Test final positioning



Marketing - Positioning



Marketing - Pricing

Deliverables

Price or price range based on (global/ regional) :

- The competitive environment
- The added value of the product (HE assessment etc.)
- The internal cost structure and expected profitability

Scope

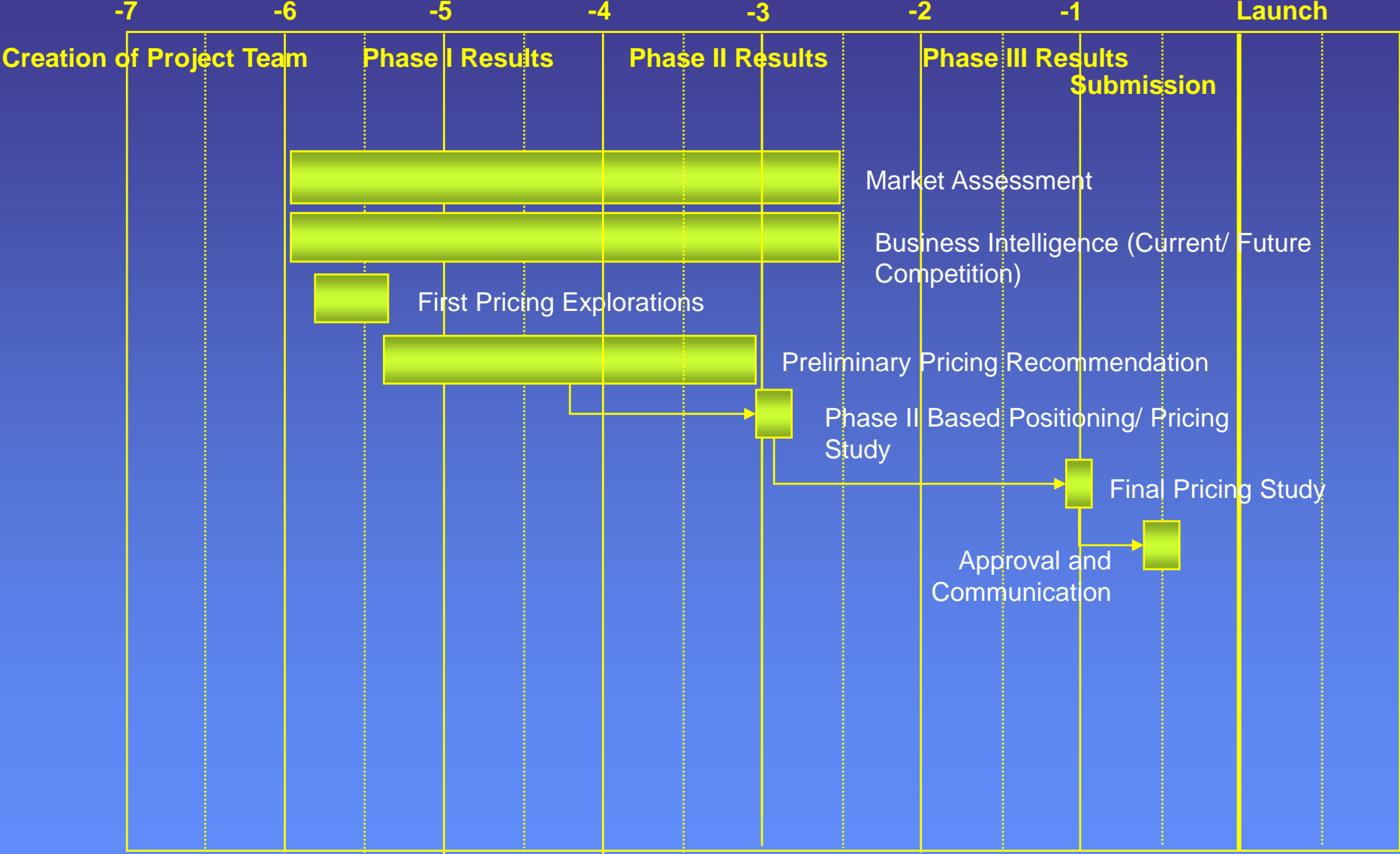
- Global
- Regional
- Country
- Project team
- Marketing team
- Manufacturing

Activities

- Pricing studies in major countries
- Conjoint analysis/trade-off analysis
- Internal cost structure (COGS)
- Forecasting scenarios



Marketing - Pricing



Marketing – Brand Name

Deliverables

“One” approved and registered (global) brand name
Trademark Strategy

Scope

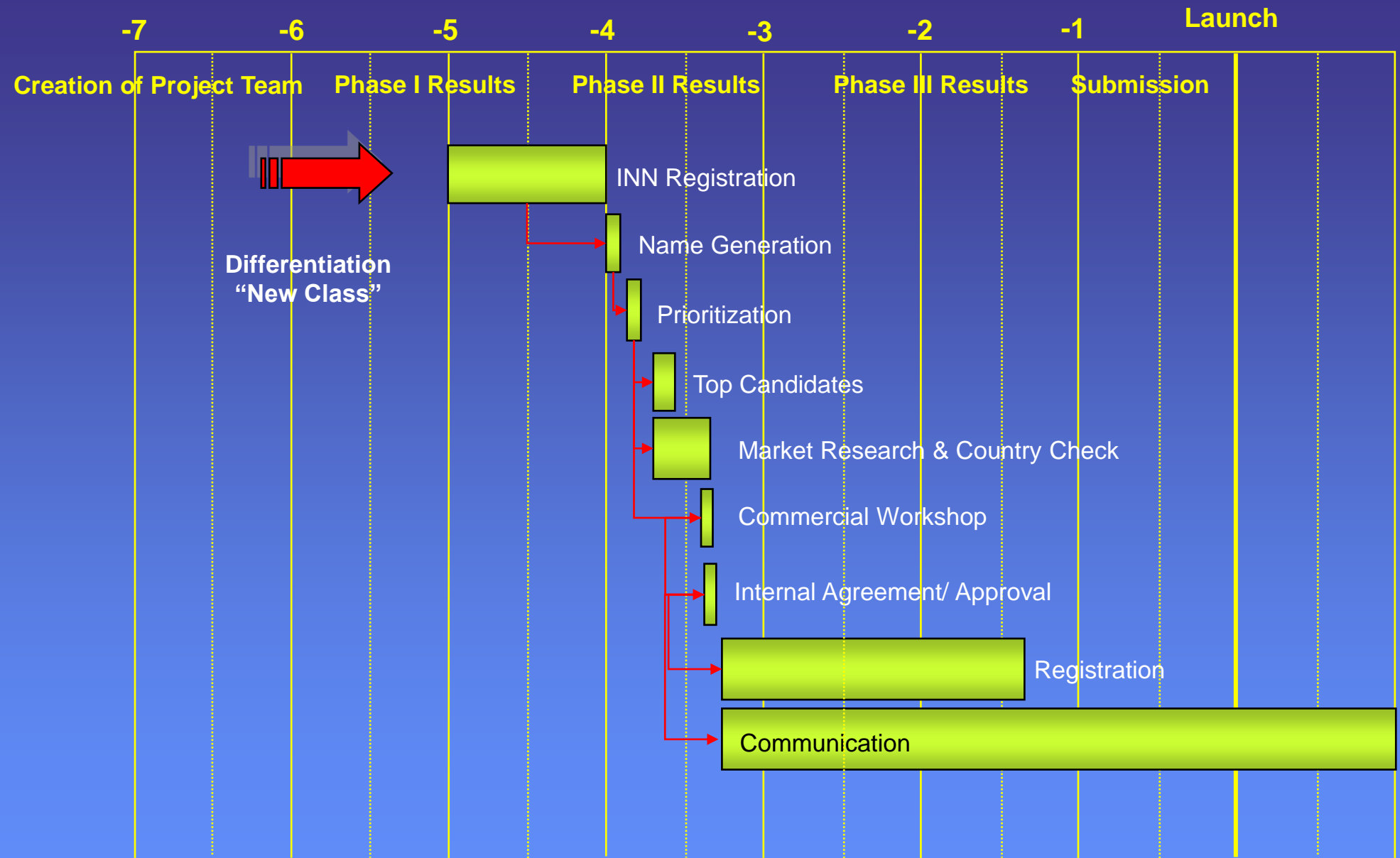
- Global
- Regional
- Country
- Project team
- Marketing team
- Legal
- Trademark Department
- Regulatory Affairs

Activities

- Generate list of names
- Register several names
- Agency involved
- Test final list in major countries
- Story behind name?
- Validation with Regulatory Agencies



Marketing – Brand Name



Marketing Branding

Deliverables

Product image incorporating and balancing

- Company mission
- Product characteristics, product positioning
- Market characteristics
- Customer needs and expectations

Scope

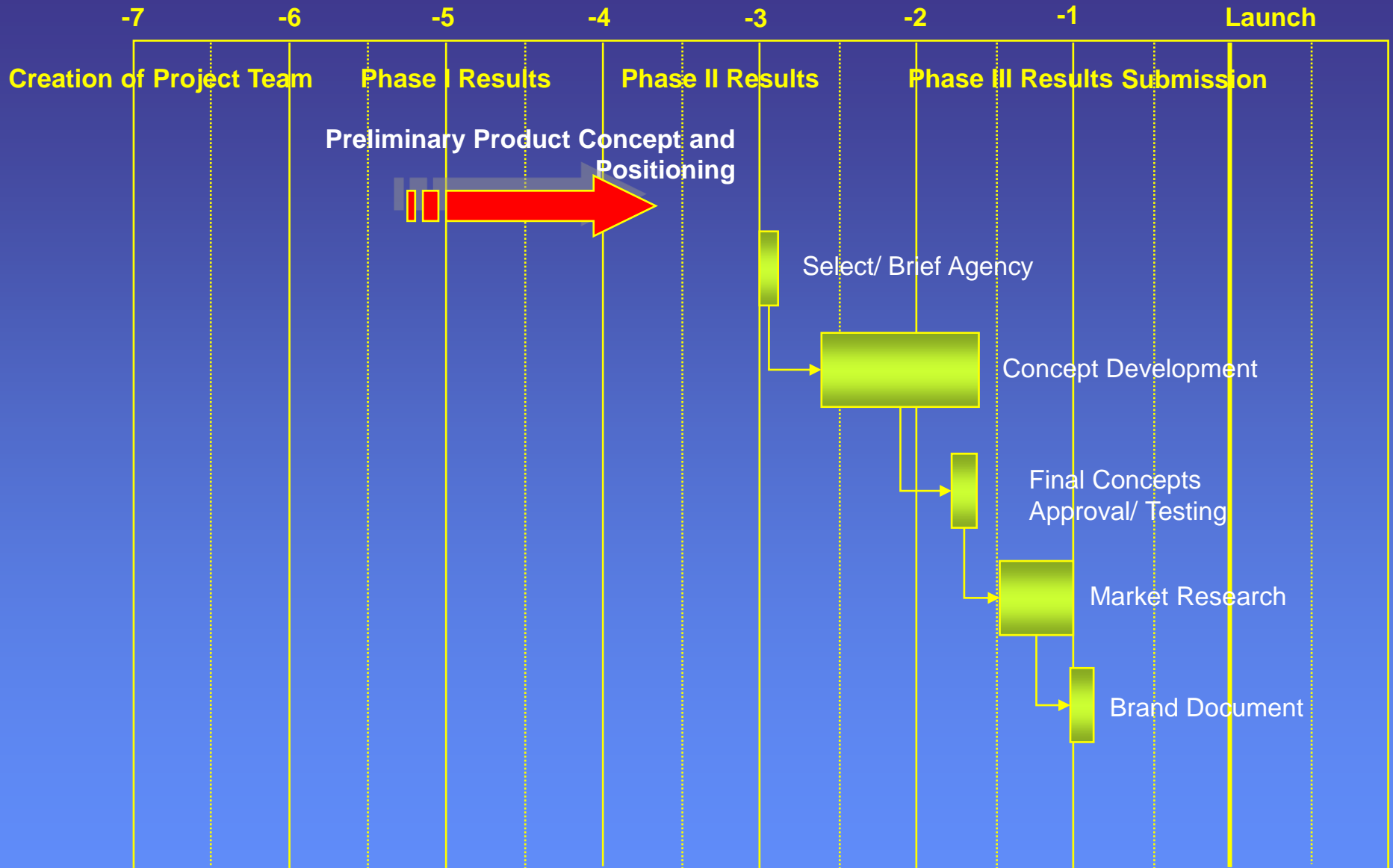
- Global
- Regional
- Country
- Marketing team
- Project team

Activities

- Market research
- Concept testing
- Agency
- Workshops



Marketing Branding



Life Cycle Management

Deliverables

- Maximization of product potential
- Additional indication to existing labeling, new dosage, new application
- New labeling/ new markets
- Post Patent Strategy/ Patent Defense Strategy/ OTC Strategy

Scope

- Marketing Team
- Project Team
- Global
- Key markets
- Patent Department
- Regulatory Affairs
- Advocates

Activities

- Determine best time to launch
- Determine launch sequence
- Determine studies needed
- Develop Clinical Development plan
- Detailed forecasting



Lifecycle Management

