

Course Agenda

Strategic Commercialization Within Biopharma

Strategic Commercialization Within Biopharma is an intensive two-day course focused on the major considerations integral to successful commercialization within biopharma. Discussion points focus on practical concepts, applications, and tools that help participants effectively build and implement strategic plans and tactics to address the needs of multiple stakeholders in creation of reimbursable innovation.

Day One

The Imperative for Strategic Commercialization 9:00-10:30

What it is and is not

Why it is important: Power of the six R's in optimizing commercial value

Value of strategic commercialization as a core competency

Break 10:30-10:45

Understanding the Science and Molecule: The Foundation for Architecting the Brand

10:45-12:00

Essence of the molecule: It's more than a formula

The target: Characterization of disease and treatment dynamics

Why are we developing the molecule: The unmet need

Evidence vault: Summary of preclinical and clinical results

Foundation for value: Target product profile (TPP) and target product claims

Lunch 12:00-1:00

Establishing the Relevant Context: The Power of Focused Market Segmentation 1:00-2:15

Power of insight-driven market research

Value cache: Key market opportunities and inflection points

Balance-of-power: SWOT assessment

The focus imperative: Market segmentation and existing/future competition

Group Integrative Exercise: Creation of Draft Target Product Profile 2:15-3:15

Creation of draft TPP from illustrative clinical data and product labels: Small-group exercise to help participants develop a comfort level with important TPP elements and how to gather data to support each of the major areas in building a holistic view of key drug features and benefits.

Creation of Draft Target Product Profile Exercise Group Summaries 3:20-4:00

Wrap-up | Q&A 4:00-4:30

Day Two

Crafting the Value Story: Why Clinically Relevant Differentiation Matters 9:15-10:30

Value: What and to whom? The brand equity moat
Health economics: Building the evidence base for value
Price vs value and value capture (reimbursement strategy)
Positioning: It's all about the mind
Our story: Primary and secondary messaging

Break 10:30-10:45

Creating the Right Strategy: Building and Sustaining Competitive Advantage 10:45-12:00

What matters and how are we getting there? Commercial drivers, levers, and key success factors
Market access and strategic contracting: New models for new realities
Data dissemination: Communicating and reinforcing clinically relevant value
Driving sustained value: Lifecycle management challenge
Cross-functional interdependencies: Primacy and power of an integrated launch and brand team
Keeping Murphy away: Assessing and managing risk

Lunch 12:00-1:00

Implementation: Executing the Strategy Effectively and Efficiently 1:00-2:00

Major supportive tactics: Pareto at work
Performance tracking and metrics: Less is more

Group Integrative Exercise: Molecule Positioning 2:00 -3:15

Builds on the Day 1 Creation of Draft Target Product Profile work to translate key features and benefits into core product positioning with supporting primary and secondary messaging.

Molecule Positioning Group Summaries 3:20-4:00

Course Wrap-up | Evaluations 4:00-4:30