Course Agenda

Understanding Commercialization Within Biopharma

This two-day course explains what commercialization is, what it isn't, and why it is important for everyone in the industry to better understand the process. The course highlights the major considerations integral to successful launch/commercialization of a therapeutic. Discussion points focus on creation of the Therapeutic Target Profile (TPP), the power of market segmentation, crafting the value story, and building/sustaining competitive advantage. Up your business acumen and learn how biopharma successfully commercializes their products.

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**