

Strategic Commercialization Primer Course Agenda

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

The Imperative for Strategic Commercialization 9:00-10:15

What it is and is not

Why it is important: optimizing commercial value

Value of strategic commercialization as a core competency

Understanding the Science and Molecule: Architecting the Brand 10:15-12:00

Essence of the molecule: more than a formula

The target: characterization of disease/condition and treatment dynamics

Why are we developing the molecule: the unmet need

The evidence vault

Foundation for value: target product profile and target product claims

Lunch 12:00-1:00

Establishing Relevant Context: Power of Focused Market Segmentation 1:00-1:45

Power of insight-driven market research

Balance-of-power: SWOT assessment

Crafting the Value Story: Why Clinically Relevant Differentiation Matters 1:45-3:00

Value: what and to whom?

The brand equity moat

Health economics: building evidence base for value

Price vs. value

Value capture: reimbursement strategy

Positioning: it's all about the mind

Our story: primary and secondary messaging

Break 3:00-3:15

Creating the Right Strategy: Building and Sustaining Competitive Advantage 3:15-3:45

What matters

How are we getting there?: Commercial drivers/levers and key success factors

Market access and strategic contracting: new models for new realities

Driving sustained value: life cycle management challenge

Cross-functional interdependencies: power of an integrated launch and brand team

Keeping Murphy away: assessing and managing risk

Implementation: Executing the Strategy Effectively and Efficiently 3:45-4:15

Major and supportive tactics: Pareto at work

Performance tracking and metrics: less is more

Course Wrap-up | Evaluations 4:15-4:30