

Understanding Commercialization Within Biopharma Course Agenda

Understanding Commercialization Within Biopharma is a two-day course that uses real world examples to explain both the big picture of strategic commercialization as well as the tactics necessary for a successful pharmaceutical launch. 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. This course is for both scientists and non-scientists who need to better understand how therapeutics are successfully launched and commercialized.

5 Takeaways:

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

Course Agenda

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

Break *2:15-2:30*

Group Integrative Exercise: Creation of Draft Target Product Profile *2:30-3:15*

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 integrated launch and brand team

Keeping Murphy away: Assessing and managing risk

Lunch *12:00-1:00*

Implementation: Executing the Strategy Effectively and Efficiently 1:00-2:15

Major supportive tactics: Pareto at work

Performance tracking and metrics: Less is more

Break 2:15-2:30

Group Integrative Exercise: Molecule Positioning 2:30-3:15

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