

CASE STUDY

Ensuring Your Program Meets the Real Needs of your Patients



Overview

Client: Pharma manufacturer preparing to launch a biologic into a new market with significant competition

Situational Context: Client looking to uncover the key pain points and critical moments of the patient journey as they prepare for launch; overall focused on meeting the needs of new patients and those who may switch from the reference product ensuring their needs are met while limiting duplication of support available through other entities within the market including their HCP and dispensing specialty pharmacy

Client Testimonial

"This blueprint shows up everywhere across our organization and continues to be a key tool used for functional planning and execution even one year after launch."



Client Challenges

- Launching a biosimilar for a well-established product with strong coverage and doing so at the same time as 7 competitors
- Existing brand offers a highly-respected patient support program
- Large potential prescriber base across multiple specialties
- Design includes closely integrated partners requiring seamless data connectivity



Project Objectives

Goal: Establish a consistent, organizational understanding of the patient experience by identifying specific needs for new and switch patients and the moments of greatest impact where support is most meaningful to help patients gain access and required education for successful treatment. Which ultimately defines and shapes the overall launch strategy and aligns internal teams on path forward.



Project Approach



Leverage cross-functional expertise and research to define the steps of the journey



Collaborative prioritization of identified challenges and important moments



Create organizational asset to ensure a common foundation to drive launch strategy



Outcomes

Comprehensive Perspective

Defined multi-stakeholder path through access and ongoing treatment

Organizational Alignment

Created a shared cross-functional vision for patient support needs

Critical Challenges Revealed

Identified key areas to focus on for a successful launch

Trainings

Leveraged for external partner training (SP, PSP, and agency)