

## CASE STUDY

# Simulating launch to ensure access and strong first impressions



## Overview

**Client:** pharma manufacturer launching their first large-scale specialty patient support program

**Situational Context:** substantial new investments in programs, technology, field teams and internal platforms with notable sophistication in data and digital hand-offs

**Topics:** product launch, digital, patient support, systems

## Client Testimonial

The level of sophistication in this launch simulation allowed us to go deep into our technology, process and training to uncover opportunities, but also feel confident in our plan



## Client Challenges

- Marginal confidence in end-to-end functionality given timelines and new technology
- First launch into highly competitive therapeutic area
- Knitting together a broad scope of digital solutions with high-touch patient case management
- Heightened focus on costs given market economics



## Project Objectives

**Goal:** Conduct an end-to-end testing exercise across numerous stakeholders to gauge the collective execution and delivery of the patient services ecosystem



## Project Approach



Document the end-to-end flow and desired experience at each service milestone



Creation of scenario guides and training of "actors" to play numerous roles



Execute simulation over three days to identify strengths and prioritize areas of opportunity



## Outcomes

# 21 scenarios

Including 60 actor participants

# 8 suppliers

End-to-end execution from enrollment to data outputs

**Areas of Opportunity**  
Grouped within customer experience, technology/data, operations and communication

**Increased Confidence**  
Emphasis on where plan was working and prioritization of short-term pre-launch corrections