



# LAUNCH STRATEGY & PLANNING

*Establish a path to optimal product launch*

**Prepare for a strong product launch.**

**Determine the best way to brand your new asset.**

**Ensure that all channels are mapped to effectively demonstrate value.**



When you develop a comprehensive plan with a well-defined brand, value, and channel strategy, you can secure market access and establish a path to optimal product launch. IQVIA™ Biotech can help you integrate recent market dynamics and longer-term trends into your launch strategy for a precise understanding of launch risks and expectations.

## KEY CHALLENGES

- **Determining asset value** for key stakeholders based on evidence generated during clinical development
- **Developing launch plan**, manage, track and optimize product launch
- **Creating brand and positioning strategy** to differentiate in target markets
- **Driving pre-launch awareness** through disease area networks, engagement, and KOL partnering
- **Ensuring optimal price** with maximum market access
- **Establishing operational model** and commercial infrastructure needs

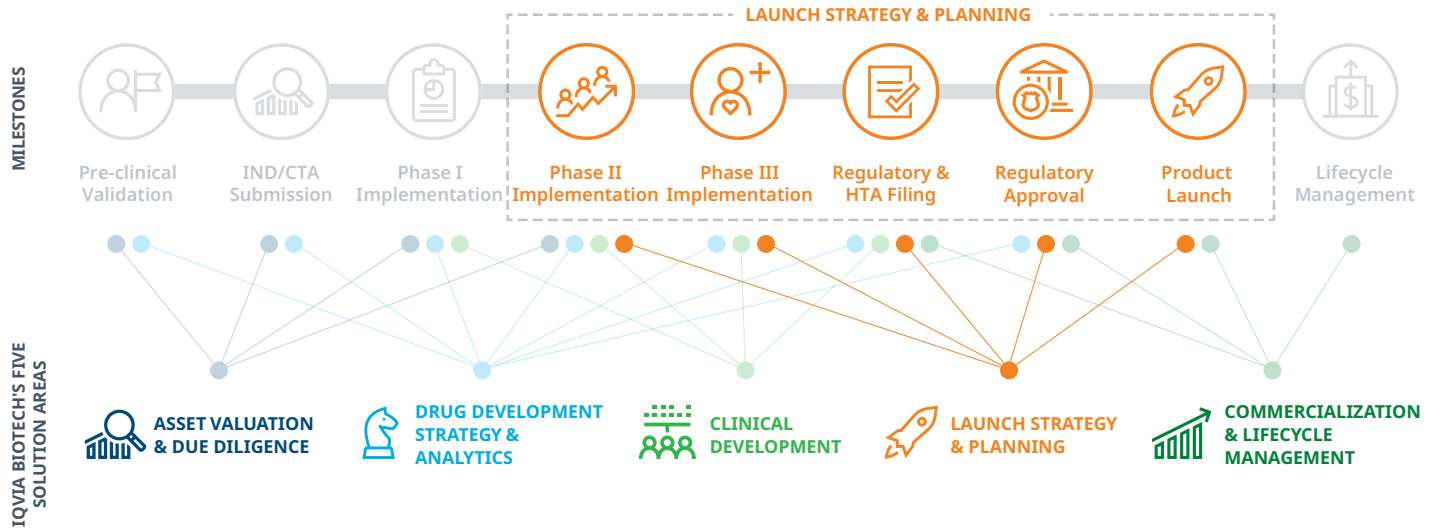
## WAYS WE CAN HELP

- ✓ Opportunity assessment
- ✓ Launch planning, tracking and management
- ✓ Brand strategy and development
- ✓ Pricing and market access strategy and local implementation
- ✓ Disease awareness, medical advocacy strategy and communication
- ✓ Customer engagement model

**Launch Strategy & Planning** is only one of the ways IQVIA Biotech can help you advance your asset. We offer a comprehensive set of flexible solutions that can be customized to your specific needs, meeting you where you are in the development journey.

# ADVANCE ASSET VALUE ACROSS MILESTONES

Spanning strategic consulting, clinical development, product launch and commercialization



IQVIA Biotech's five key solution areas – Asset Valuation & Due Diligence, Drug Development Strategy & Analytics, Clinical Development, Launch Strategy & Planning, and Commercialization & Lifecycle Management – support you at different milestones in your journey. Our suite of flexible solutions enable you to pick and choose what's right for you. No matter where you are in your development or commercialization journey, IQVIA Biotech can help you advance your asset with confidence and credibility.

## ACTIVITIES FOR THE LAUNCH STRATEGY & PLANNING MILESTONES

### PHASE II IMPLEMENTATION

- Proof of concept confirmed
- Adaptive approaches for Phase III
- End of Phase II agency meeting

### PHASE III IMPLEMENTATION

- First patients enrolled
- Interim analysis and data results
- Commercial planning and Phase IIIb/IV activities

### REGULATORY & HTA FILING

- Application review, writing, publishing, submission
- Pre-NDA/MAA meeting

*IQVIA Biotech can help you strengthen your position with investors and partners, and advance the value of your asset.*