

Launch Planning & Execution



The Challenge

Large pharmaceutical company required additional capacity to plan, develop, and launch promotional materials & medical education assets worldwide across multiple therapeutic categories, including immunology and oncology.

Our Approach

Developed and executed strategy; created cutting-edge, revenue-driving, evidence-based content (disease awareness, pathophysiology, MOA, etc.) and deployed tactics across multiple channels worldwide.

Value Added

Launched one new product, one in-line product, and six new indications across four therapeutic categories – on-time and on-budget.

Specifics

- ✓ Developed and deployed innovative Medical Education and promotional tactics targeted to KOLs, HCPs, Consumers, Payers.
- ✓ Supported Ad Boards, conferences, Medical & Sales booths.
- ✓ Led global cross-functional teams & facilitated decision-making.
- ✓ Recommended annual budget allocations, managed budgets.
- ✓ Selected vendors & managed vendor partnerships.
- ✓ Created project plans and reports .