

# ASSESSING THE IMPACT ON PLANNED PRODUCT LAUNCHES



**CHALLENGE:** COVID-19 has rendered physicians inaccessible, diverted regulatory attention and disrupted clinical trials – all of which will directly impact your plans for the approval and optimal launch of new products.

## CRITERIA TO CONSIDER

Launches are challenging enough without the added complexity that COVID-19 has injected into the market. Its impact on the best laid plans and the uncertainty of even the once most predictable events, now require innovative approaches to launch and thrive. Our recent work with clients of all sizes has highlighted some specific areas that require immediate and complete attention:

- Determining if your launch is at risk and which critical milestones require reframing
- Identification of those parts of your launch plan that are in your control, those that are out and viable contingencies for both
- Articulation of plausible and realistic scenarios to rehearse the future and plan accordingly
- Development of a revised marketing strategy to account for shifting competition and evolving stakeholder demands

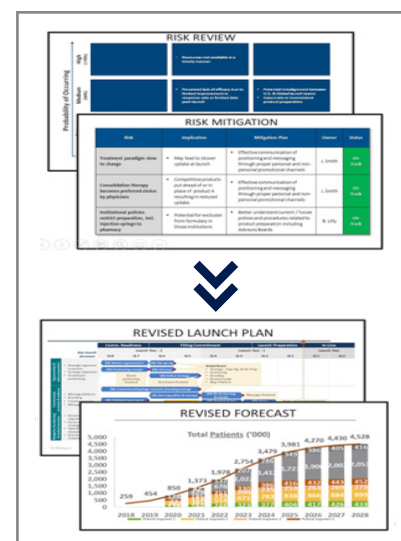
## KEY SUPPORTING QUESTIONS

- How have you adjusted your forecast to account for changes in market dynamics?
- What marketing events that you were counting on have been cancelled, changed or postponed?
- What budgets and resources are available, evolving or at risk?
- Are you prepared for changes in regulatory approval timelines or requirements?
- How can you best engage with KOLs, physicians and other stakeholders, while practicing social distancing?
- Where do your activities need to be reduced, increased or redirected?
- How does your new product integrate into the existing treatment paradigm?
- Have you accounted for the evolving relationship between physician and patient, especially when starting a new drug?

## HOW WE CAN PARTNER WITH YOU

We can conduct a comprehensive review of your intended launch strategy, in light of the changing market landscape, in order to:

- Create realistic market scenarios
- Identify and employ risk mitigation activities
- Adjust critical milestones
- Develop a revised launch plan and forecast



## Our Rapid Impact and Action Approach

1

Immersion and Analysis

- Assign and assemble needed company experts
- Gather relevant material, budgets, plans, data, etc.
- Review of current market and promotion activities

2

Market Realities

- Review of market trends, needs and realities
- Conduct rapid scenario planning to understand options and limitations
- Develop implications on brand plan, forecasts and go-to-market strategy

3

Near And Long Term Priorities

- Working team to:
  - Identify workstreams that need to be accelerated, suspended or revised
  - Reset priorities for near- and middle-term needs
  - Prioritize key focus areas and develop market facing plan
  - Re-forecast as needed

4

Plan

- Develop new goals, budgets and resource plans
- Synthesize into new plans and responsibilities
- Engage and communicate with all parts of the launch team

**Bottom Line:** Milestones need to be re-evaluated, forecasts models adapted, marketing strategies evolved and contingency plans developed, in order to stay on track. Let us share our experience and expertise with you.

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