

# RECENTLY LAUNCHED PRODUCTS: ASSESSING YOUR RISK



## CHALLENGE:

COVID-19 poses different levels of risk to recently launched drugs, based on a variety of factors. An in-depth risk assessment and impact analysis is essential to successfully revise your brand strategy, update your forecast and thrive in these uncertain times.

## CRITERIA TO CONSIDER

COVID-19 and social distancing policies have created different challenges to the commercial success of all recently launched drugs:

- Sales reps have limited HCP contact, either physically or virtually, and that has radically changed the marketing and promotional paradigm
  - According to Ipsos research, the number of sales rep visits decreased from an average of 16 to one a month
- HCPs, on average, are seeing about half as many patients since COVID-19
- Prescribing behavior is changing
  - HCPs report not wanting to switch patients to new drugs
  - 26% of practices are switching patients away from treatments that impact the immune system
- Companies are adjusting launch plans and putting clinical trials on hold

## KEY SUPPORTING QUESTIONS

- How significantly is your recently launched **drug affected by reduced HCP access** and limited interest in switching patients to new drugs?
- How does **first-in-class or orphan drug status and severity of the treated condition** affect HCP responsiveness towards your drug?
- Have you assessed the **shifting competitive dynamics** to help determine the current and future risk profile of your drug?
- Have you looked at the best strategic moves, given your **company's experience and financial health**?
- What considerations will be most critical for you as **you revise your original forecast or brand strategy**?

## HOW WE CAN PARTNER WITH YOU

### Risk assessment

We can lead a detailed risk assessment on the impact that COVID-19-related practices pose to your product, along three general categories:

- Go-to-market practices
- Marketing/sales performance and competitive dynamics
- Company experience and financial health

### Impact assessment

Using the risk assessment, we can determine the impact on sales of specific risk factors to help you revise your forecast and brand strategy:

- Allows quantification of the impact of different risk factors
- Allows the development of focused risk mitigation strategies

Risk evaluation matrix for your recently launched drug*			
	Lower Risk (0)	Higher Risk (1)	Risk score
Time on the market	>6 months on market	<6 months on market	...
Therapeutic area	Cardiology Respiratory Anti-infectives	Immunology Oncology Dermatology	...
Severity of disease	Life-threatening	Lifestyle	...
First in class	Yes	No	...
Orphan drug	Yes	No	...
Route and frequency of administration	Oral	IV, office based administration	...
Market penetration	High	Low	...
Competition delaying launches	Yes	No	...
Payer access in comparison to competition	Good	Poor	...
Financial health of company	Good	Poor	...
Importance of product in portfolio	Lower	High	...
Experience in TA	>2 years	<2 years	...
# of other products in TA	>3	<3	...
Sales force-HCP relationships	Strong	Weak	...

**Total risk score:** \_\_\_\_\_

Legend:

High Risk: 11 - 14

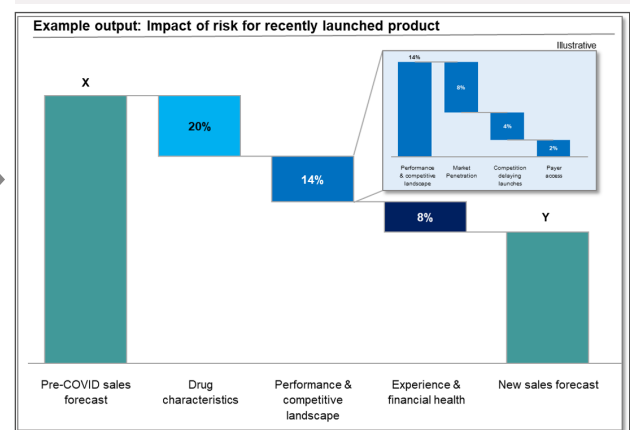
Medium Risk: 6 - 10

Low Risk: 0 - 5

for illustrative purposes only

Our risk evaluation matrix allows you to determine the risk level of your own product individually, as well as in comparison to other recently launched drugs

Our impact analysis helps you determine the impact that different risk factors have on your drug's sales and where you should deploy risk mitigation strategies and focus your energies



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