



C.E.L. *for pharma*  
CENTRE FOR EXECUTIVE LEADERSHIP

# Strategy & Planning for Commercial Launch Success in Pharma

## A Cross-functional Approach



Master the critical success factors of a commercial drug launch – Learn to design a state-of-the-art multi-channel & multi-customer interaction launch strategy and plan, tailored to a drug's profile – Be able to effectively prepare external stakeholders and the cross-functional launch team.

### Dr. Joeri De Haes & Kurt Arco



- Top experts from Trilations, a strategic marketing consultancy that has been involved in major drug launches in over 40 countries and over 15 therapy areas.
- Joeri is a former professor of Marketing at Antwerp University and has 10 years of experience in advising major pharma companies on global and European launch programmes for strategic brands.
- Formerly with MSD (Merck & Co), where he led several major brand launches internationally, Kurt has 15 years of launch experience within big and small pharma/biotech companies.

## By Attending This Course, You Will



- 1) Master the major elements and principles of commercial launch excellence in pharma.
- 2) Have an in-depth understanding of the 4 launch types and their strategic implications.
- 3) Know which market and customer insights are crucial for determining the optimal launch strategy and plan.
- 4) Learn how to design the optimal communication and multi-channel/customer interaction strategy for your brand.
- 5) Be equipped with a step-by-step roadmap for preparing a successful launch.
- 6) Know which stakeholders you should engage in the pre-launch phase, and how to plan for optimal impact.
- 7) Be able to assign the different roles and responsibilities of the launch team members, and to build launch capabilities with the organisation.

## Why You Should Attend

In the last decade, pharmaceutical companies have seen rapid changes in the market environment for their new brand launches. While austerity measures in many countries are increasing local and national hurdles for market access, drug launches are becoming more numerous, smaller, and more competitive. It has never been more important for pharmaceutical companies to crack the art of launching new products. **YOU ONLY CAN DO IT ONCE!**

**The Content:** The course content builds on the expertise and experience that the experts have accumulated over the last 15 years in advising and implementing major product launches in EMEA across major therapy areas: Oncology (incl. Immunotherapy), Immunology, CNS, CVS and Metabolic Disorders. It covers all concepts and evidence-based tools for effective strategic decision-making and planning in the process up to launch, with a focus on what will determine the brand's commercial success.

**The Experts:** The faculty combines academic rigour with best practice within big pharma. Joeri De Haes was formerly a professor of marketing and since 2009 leads a team of pharma market strategy experts that combines in-depth industry knowledge with advanced analytics and team-mobilization skills. He has 10 years of experience in advising major pharma companies on global and European launch programmes for some of their strategic brands. By contrast, Kurt Arco was with MSD (Merck & Co) until recently, where he led several major product launches in many geographical areas and contributed to, and piloted, major marketing & sales excellence projects. Their company Trilations is a strategy consultancy agency that works closely with most of the major pharmaceutical and medical device companies in more than 40 countries worldwide (e.g. Johnson & Johnson, MSD, Roche, Pfizer, Boston Scientific, ...).

*The Strategy & Planning for Commercial Launch Success in Pharma course is the only available public training course delivered by Joeri De Haes and Kurt Arco on the topic of Commercial Launch in Pharma.*

## Who Should Attend

A cross-functional launch team typically consists of executives from Marketing, Sales, Medical, Market Access, External Affairs and Business Intelligence. This course is a must-attend for all members of any cross-functional launch team that needs to launch a brand in the coming 1-3 years. In particular, all executives responsible for building, executing and measuring a launch plan.

*As this course is delivered by Dr. Joeri De Haes and Kurt Arco, experts from Trilations - a strategic marketing consultancy, executives from other professional service agencies should request approval prior to registering for this course. Please contact Annelies Swaan, Head of Business Operations, for more information ([annelies.swaan@celforpharma.com](mailto:annelies.swaan@celforpharma.com), tel +32 (0)2 709 01 42).*

## Agenda Day 1

### 10:00 Welcome & Audience Expectations

### 10:30 Launch Excellence Fundamentals in Pharma: *"From one-size-fits-all to a tailored approach"*

- Launching in a changing landscape: key trends and the importance of customer-centricity for success
- Product launch complexity: the 4 strategic launch types and their strategic implications
- The importance of plotting and planning your company's entire pipeline for your drug's launch strategy
- Drivers of commercial launch excellence

11:15 Coffee Break

### 11:30 The Commercial Launch Process: The Road to Success

- A successful launch is more than fast uptake and peak sales!
  - The key success factors for a successful product launch
  - A roadmap and a handy checklist for a successful commercial launch: timings and responsibilities
- Plenary discussion: learning from a launch success and a launch failure within the Oncology market.*

13:00 Lunch

### 13:45 The Critical Market Insights to Boost Tomorrow's Brand Performance

- The 3 critical insights to get the positioning of your brand right, to shape its market and to create the competitive advantage:
    - How to capture the critical market insights using the Market Overview template
    - The critical competitor insights
    - The patient journey: a step by step guide
- To illustrate the theory, the business case used in the group exercise hereafter will be used to build the set of critical insights required for the exercise.*

15:30 Coffee Break

### 15:45 Group Exercise on a Launch Business Case

*Using a fictitious business case (based on a recently launched Rx pharmaceutical), delegates will work in groups to analyse and discuss the strategic implications of critical insights in a country, where a recently launched competitor failed in terms of market uptake. The objective of the exercise is to address the Country Manager's strategic concerns and propose recommendations.*

*This interactive session includes group presentation and sharing key learnings.*

### 17:15 Close of Day 1

## Group Dinner

## Agenda Day 2

### 08:30 Defining the Core Communication Strategy: Segmentation – Targeting – Positioning

- The 8-step approach for effective market segmentation, targeting and positioning
- Critical success factors in designing and implementing a successful segmentation model
- Hands-on tips & tricks for each step in the segmentation process

### 09:45 Group Exercise on Segmentation - Targeting – Positioning

*Using a business case, participants will need to assess an existing segmentation model, identify areas for improvement, prioritise segments, define an appropriate positioning and design an optimal communication strategy by segment.*

10:45 Coffee Break

### 11:00 Engaging Key Stakeholders for Launch

- The 4 critical steps: Mapping – Strategy – Execution – Measuring & Feedback
- Overview of current and emerging stakeholder categories
- The different strategies to engage with payers
- How to get KOLs and patient associations on board through brand advocacy development

12:00 Lunch

### 13:00 Designing an Omni-Channel Interaction Launch Strategy

- The optimal omni-channel strategy framework: How to improve communication efficiency and effectiveness
- A step-by-step process to determine the optimal channel mix
- How to make sure your commercial launch team is ready to implement an omni-channel communication strategy

### 13:45 Group Exercise on Omni-Channel Interaction Strategy

*Using a real-life business case, participants will run through a step-by-step simulation exercise to design a multi-channel interaction strategy for a successful launch.*

14:30 Coffee Break

### 14:45 Preparing the Cross-Functional Launch Team: Organisational Challenges

- How to embed structures and processes to ensure unified brand leadership and launch excellence
- The need for leadership commitment: What resources are needed to guarantee a successful launch?
- How to prepare the organisation with the Launch Academy and Launch Factory

### 15:45 Wrap Up

### 16:00 Close

## Learning Methodology

Interactive lectures, which include real-world launch cases in a variety of therapy areas, alternate with group exercises during which you will be able to work on a hypothetical drug launch that runs throughout the different modules. The group exercises not only enable you to apply the theory and decision-making tools, but also offer the invaluable opportunity to discuss issues and exchange points of view and experiences with your peers from other functions and companies.

*One of the most valuable aspects of attending any C.E.L.forpharma course is not only being able to have your specific questions answered by leading experts, but also having the opportunity to share experiences and have in-depth discussions with your international peers.*

## How To Register

- 1) Check our website ([www.celforpharma.com](http://www.celforpharma.com)) for the most recent course dates and fees.
- 2) Click "Register Here" & fill out the registration form with your personal and company (invoicing) details.

*If applicable please add your company's VAT number. We will include this on your invoice, which is needed for your company to reclaim VAT.*

- 3) Choose a payment method.
  - a. If you select "Pay by credit card" we will email you a pro forma invoice and secure payment link.
  - b. If you select "Pay by bank transfer" we will email you a pro forma invoice for you to process through your company's payment system.

- 4) Click

[Confirm Registration >](#)

You will receive an automatic confirmation email shortly followed by a personal email with your pro forma invoice and further payment instructions.

## Included in the Registration Fee

- Course Material (Digital & Print Versions)
- Coffee, Tea & Refreshments During the Course
- Lunch During the Course
- A Group Dinner on the First Day
- Certificate of Attendance Signed by the Experts

## Does your team need training?



Contact Inge Cornelis:

**email:** [inge.cornelis@celforpharma.com](mailto:inge.cornelis@celforpharma.com)

**call:** +32 (0)2 709 01 43

## Any other questions?



Contact Annelies Swaan:

**email:** [annelies.swaan@celforpharma.com](mailto:annelies.swaan@celforpharma.com)

**call:** +32 (0)2 709 01 42



*The course was excellent! Very professional and relevant information. Both trainers are very good and a great combination: one leaning more towards theory, well complemented by the other leaning towards practical.*

### Boehringer Ingelheim

Frank Düring, Sr. Launch Readiness Manager  
Germany - December 2018



*Great insights in launch excellence! Theory linked to operation excellence.*

### Bayer

Philippe Weiss, Marketing Manager / Head of Sales  
Switzerland - December 2018



*This is an intensive course that excellently combines high-level input with a wealth of real-world experience of the speakers. I can strongly recommend it for everyone in charge of successfully launching a new drug, be it a launch lead or a team member.*

### Teva

Christian Wunderlich, Franchise Head CNS  
Germany - June 2018