

Business Situation

- A major life sciences company had an antiquated launch process
- The client required a modern, novel and consensus-supported approach to new product planning supporting all new and lifecycle launches

Approach & Methodology

- Foster Rosenblatt researched and composed a strawman launch process that included best practices in launch
- This strawman was researched from the top 20 life sciences companies in the world
- We engaged every commercial, regulatory, operations and R&D function to define a best-in-class process for their function
- We engaged across functions to define dependencies and risk mitigations
- We combined external and internal knowledge

Deliverables & Business Outcomes

- We composed a very, very comprehensive launch process with all milestones, processes, resources and metrics
- The launch process was -48 to +18 months of the launch date
- The company exceeded Wall St. estimates for the next three launches

Methodology, Deliverables & Timeline
Deliverables - Launch Readiness Playbook

Section 1: Key Strategic Themes & Questions along the timeline



Section 5: Activities by Function

5 Activities by Function

Activities are consolidated per function (e.g. PVM, Practice Market Access) whenever involved in a process step

