

Launch Excellence

Capabilities Overview

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Discover more here: [Webpage: Launch Excellence & Ignite™](#)



Inspiring Launch Excellence

End-to-end pharma and biotech launch capabilities

Innovative assets being developed by biotech and pharma are entering a continually evolving and complex market landscape. This raises the stakes for successful commercialization strategy and launch.

A compelling value proposition is essential, but to achieve launch success, you need a winning strategy, organizational alignment, clear interconnected plans, and agile implementation across multiple teams and geographies.

Why Lumanity?

- End-to-end and connected launch excellence capabilities and solutions – across hundreds of launches
- Best in class, highly customizable launch excellence platform and tools, co-developed through pharmaceutical client feedback
- Depth and breadth of real-world commercial, insights and clinical expertise in launch

Our experience and pragmatic approach to launch excellence will instill the right principles, processes, and competencies to maximize your asset potential and deliver a competitive advantage at launch.

We can help you

1. Develop Your Winning Launch Proposition and Strategy

We partner with you and your teams to provide innovative thinking, experience, and pharma product launch planning know-how to deliver a strategy that differentiates your brand beyond the clinical attributes, creating a unique space in the minds and experiences of your customers.

3. Define, Manage, and Track Your Entire Launch Program

Our proprietary launch management technology (**Ignite™**) is tailored to your precise needs – helping you manage cross-functional launch planning and implementation. Consolidating functional plans, mapping of interdependencies, and visibility of progress are essential to enable success.

2. Establish an Aligned Organizational Approach to Launch, and High-Performing Teams

We help you develop high-performing launch teams and ensure launch readiness across your organization – cultivating the right launch mindset and empowering global, regional, and local teams.

Our launch excellence credentials can be supplemented by a range of additional Lumanity specialized capabilities depending on the challenge:
Value | Access | Evidence | Outcomes

Launch Excellence

Example Case study

Leveraging the launch management platform **IGNITE™** to coordinate a global launch asset

Hematology

The Client

A US-based pharmaceutical company focused on developing and manufacturing therapies for the treatment of hematological, respiratory and neurological disorders

The Business Challenge

Having acquired the asset with only ~18 months to launch, the client needed a simple solution to rapidly build global and regional cross-functional launch plans and a user-friendly system to manage their execution – a real-time ‘one source’ of truth to identify issues and assess readiness to launch

Our Approach

- Working with cross-functional Global and Regional teams, integrated go-to-market launch plans were developed prior to **uploading to the IGNITE™ launch management platform**
- Cross-functional country and global leads were **trained on how to use the platform and integrate it into ways of working**
- With the plan hosted in the platform, launch teams were able to have real-time visibility on plan execution - **utilizing progress reports to identify areas of risk/success and status of interdependent activities**, directing energy and resource to where it was needed to keep the plan on track
- As part of our support, we **validated the plans, identifying key gaps to address**
- We also **chaired a bi-weekly cross-functional launch planning meeting** utilizing **automatically generated dashboard and activity status reports**; to drive launch decisions and discussion to resolve issues and bottlenecks

Outcome

- Rapid development of a launch plan for the client’s newly acquired asset
- Utilization of an online launch management platform to give all key stakeholders visibility of launch readiness across Global and Regional teams and the ability to identify areas for focus and potential risk in real-time
- Client acknowledged this process as “best practice” launch management, and rolled out to other pre-launch brands in the company

