



Case Study

Involve Medical Affairs Early for Successful Product Launch

WRITTEN BY:



Peg Crowley-Nowick, PhD, MBA
President, Medical Affairs Consulting,
Head of Medical Affairs



Jodi Smith, PhD | Global Medical
Strategy Lead, Thoracic Oncology,
Pfizer



Client description

Lumantia was brought in by an Oncology-focused biopharmaceutical company to provide support while the organization was transforming from a Research and Development organization into a Commercially-focused organization.

The challenge

The client faced three significant challenges:

- The company was in the process of developing a first-in-class drug with a unique mechanism of action and complex dosing.
- The company was small and relatively unknown in the marketplace.
- The drug in development was for a rare disease state which is rarely seen by most oncologists and health care professionals, especially in the community setting.

The objective

Lumantia was brought in 12 months prior to launch to provide strategic and medical affairs services. Lumantia's initial engagement quickly

expanded from strategic services to other services, including an on-demand Medical Science Liaison (MSL) team to support the launch.

The solution

Prior to launch (T-12 period), the Lumanity consulting team worked with the company to develop a launch strategy, tactics and related training programs. Content was built for health care professionals' (HCP) educational programs. It included MSL slide decks along with complete speaker notes incorporating key messages for the brand.

Lumanity also developed a training program for the client's medical staff as well as their preexisting MSL team members. A medical affairs metrics program and dashboard were created to monitor progress throughout the launch. In addition, Lumanity provided content development and meeting facilitation for an advisory board at the time of launch.

Six months prior to launch (T-6 period), Lumanity provided the company with a four-person on-demand MSL team that ultimately became fully integrated

into the client's Medical Affairs team. The main goal of the Lumanity team centered around educating HCPs nationwide upon drug approval. Educational areas included:

- Information about the client to increase awareness of them among the health care community
- Disease state education
- Safety and efficacy profile of the drug

An in-house MSL team had already begun engaging the top thought leaders in this therapeutic area prior to launch. However, more support was needed at the ground level immediately following approval and launch of the drug. The goal was to identify 200 local and regional Oncologists, introduce the company, and educate those targeted physicians about the new drug and the rare disease state it treats.



The results

By involving a qualified Medical Affairs team early on, the client had the advantage of dedicated experts focusing on the development of a solid medical launch strategy and related tools. The client also benefitted from additional resources and personnel that were fully trained and available throughout the most critical stages of launch (T0 through T+12). Lumanity successfully:

- Connected with 200 community Oncologists and their staff in less than a year
- Provided 25 requested presentations, educating more than 300 health care professionals on the safety and efficacy of the drug
- Worked collaboratively and compliantly with the commercial team to ensure full medical support during launch

The client team was able to focus on research and key thought leaders without sacrificing engagement with critical stakeholders in the community.



The Medical Affairs Team at Lumanity was developed to empower your organization to deliver impact. Drawing from our foundation of scientific knowledge, regulatory expertise, and industry experience we develop medical strategy, cross-functional communication plans, and programs to engage patients and providers. Success in these areas allows the medical team to provide leadership and demonstrate maximum value to your brand and organization. Our clients also benefit from broader capabilities and expertise across commercial, market access, real world evidence, HEOR, and communications. Lumanity is here to advance your program.

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