

Launch Excellence Health Check

Capabilities Diagnostic

A fast assessment of how well positioned you are for launch success –identifying strengths, risks, and fix-now actions



Introduction

Launching is exciting—but complex

Companies and launch teams need a clear, structured and objective view of what’s working, what’s not, and where to focus to improve Launch Excellence capabilities and drive performance.

Assessment of capabilities at brand, therapy area, or organizational level can be completed at any point in the pre-launch phase, or even in readiness for potential in-licensing opportunity, helping you to identify key areas where corrective action may be required.

Our solution

The Launch Excellence (LEx) Capabilities Diagnostic Health Check provides an objective evaluation of Launch Excellence strengths and weaknesses to highlight development priorities and enable targeted action.

- For launch leaders, PMOs, and cross-functional teams (global, regional, or local)
- Use anytime pre-launch (or as a repeatable annual check to track improvement)
- Designed to be quick to complete and practical to act on (not a “heavy” assessment)



Comprised of a **free** 15-20 minute online survey (self-assessment) structured around the 5 fundamentals for Launch Excellence.



An automated, personalized report summarizing current capability and highlighting optimization opportunities.



A **free** ~30-minute feedback call with a Lumantia expert to interpret results and discuss practical next steps.

The challenge

One third of today’s drug launches miss year-1 expectations. (Analysis of 284 new drugs launched in the US over 2012-2021.)¹



Many launches underperform because of capability gaps—across strategy, governance, alignment, team effectiveness, and resourcing—aren’t visible early enough to correct.



Typical issues seen include:

- Inconsistent launch process and decision-making gates
- Misalignment across global-to-local teams
- Capability and capacity constraints (too late/not “right sized”)
- Limited visibility of the “few” actions that would materially improve readiness

The LEx Health Check assesses capabilities under the five fundamentals for launch excellence

01 Robust Ambition and Strategy

Where to play and how to win, grounded in deep insights that differentiate you from competitors and deliver value.

02 Fit-for-Purpose Launch Process and Governance

Stage-gates, decision forums, and launch routines tailored by launch priority and archetype executed consistently to drive brand, market, and organizational readiness.

03 Winning Organizational Culture and Alignment

The standards and behaviors that enable global-to-local alignment and empowerment and drive continuous improvement and competitive advantage.

04 Launch-Ready Capabilities and Team Effectiveness

The organizational skills, experience, and cross-functional ways of working needed to deliver launch ambition and impact across brands and markets.

05 Timely, Right Sized Go-to-Market Model

The resources, investment, and infrastructure in place and scaled at the right time to match launch priority and archetype, enabling effective adoption and timely course correction to deliver results.

Free LEx Health Check

The Health Check breaks each fundamental into practical capability dimensions—so results point to specific levers to strengthen launch readiness (not just a single score).

Following completion of the online survey, you'll receive an automated, concise, high-level summary of strengths to protect and priority "fix-now" actions—highlighting where to focus first (and at what level: global, regional, local).

A follow up feedback 30 min call allows you to gain expert advice on how to unlock the opportunities to enhance launch capabilities, optimize and accelerate launch readiness and performance.

ILLUSTRATIVE OUTPUT FROM FREE LEX HEALTH CHECK

LEx Health Check Results Heatmap

Overall score

58%

01 Robust Ambition and Strategy

67%

Actionable Market and Stakeholder Insights

Insight-Led Strategy

Prioritized Tactics

02 Fit-for-Purpose Launch Process and Governance

33%

Launch Governance and Readiness Review Process

Team Activation and Planning Process

Scenario and Risk Planning

03 Winning Organizational Culture and Alignment

78%

Global-to-Local Accountability and Collaboration

Winning Culture and Mindset

Continuous Improvement

04 Launch-Ready Capabilities and Team Effectiveness

33%

Launch-Ready Capabilities

Cross-functional Integration

Effective Plan Management

05 Timely, Right Sized Go-to-Market Model

78%

GTM Investment and Resourcing

Infrastructure and Adoption

KPIs and Course Correction

Dimension Maturity Rating:

● **Behind:**

Doesn't exist or significant gaps.

● **Building:**

Some foundations in place, inconsistent application or quality.

● **Benchmark:**

Strong standards established. Only minor areas for improvement.

● **Best-in-Class:**

Sets the standard (role model); Differentiating embedded capability.

Need a Deeper Diagnostic and Roadmap? (Paid Options)

For organizations that want more than a high-level readout, Lumanity can extend the Health Check into a deeper diagnostic to identify root causes, align stakeholders, and build a practical capability uplift roadmap, including:

- A more detailed survey (tailored to scope; functions; global/regional/local)
- 1:1 or small-group interviews to add context and interpretation
- Alignment/co-creation workshop to prioritize actions and define owners/timelines
- A formal diagnostic report and capability development roadmap (sequenced plan of work)

Why Lumanity?

- 30 years of experience supporting launch strategy and organizational launch readiness
- A blend of consulting, industry, and scientific expertise
- Deep experience building launch frameworks, governance, and readiness review approaches across asset types and organizational structures
- Strong track record engaging cross-functional teams and maximizing global-to-local collaboration
- Proven tools, techniques, and processes to deliver tailored, pragmatic launch excellence improvement

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This launch is the biggest value driver for our organization. We want to ensure we're set-up to succeed and get an external perspective on where we can improve.

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Visit our website to find out more