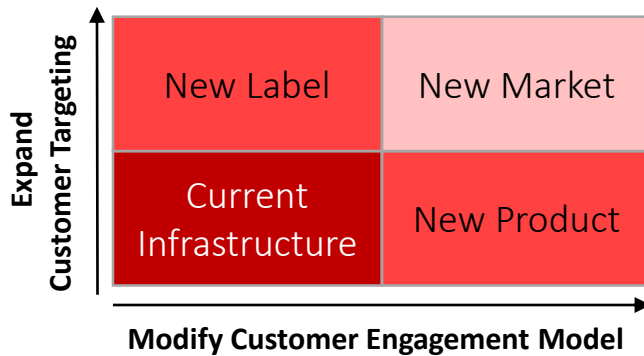# LAUNCH READINESS

Leverage *Transparency Data* to define commercial requirements, assess launch readiness, and inform portfolio strategy

THE ISSUE

Ahead of a any new approval, biopharma commercial teams must assess the ability of current strategy, capabilities, and infrastructure to meet future needs – particularly upon entry into a new market.
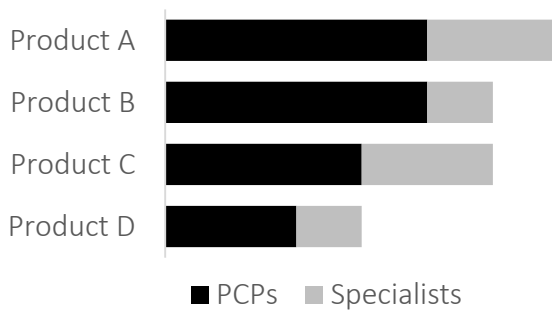

A new approval may necessitate expansion of customer targeting, modification of customer engagement, or both

OUR SOLUTION

Define Target Customers

We leverage millions of industry payments to assess promotional reach and focus for products currently within the target market


■ PCPs ■ Specialists

Optimize Engagement Model

Within this specific audience, we then examine physician engagement tactics and promotional metrics to inform best practices

- KOL Activity
- Marketing Mix
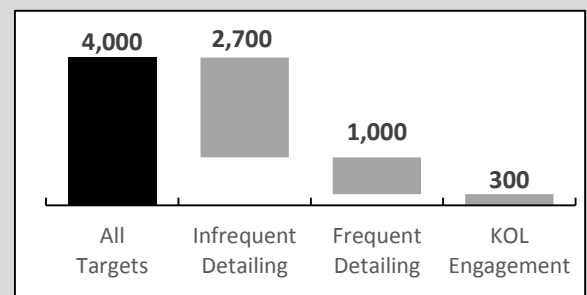- Interaction Frequency
- Promotional Spend

CASE STUDY: A first time entrant into the multiple sclerosis (MS) market sought to define commercial coverage requirements and current promotional dynamics

MS Field Force Coverage Requirements
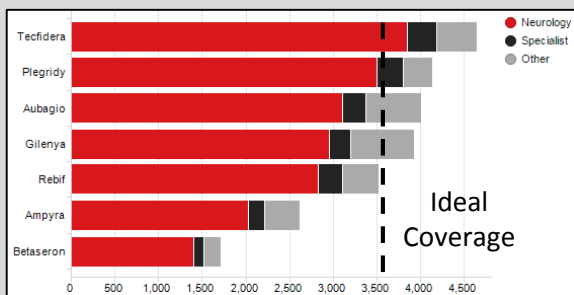
Key Output: Competitive benchmarking and definition around best in class reach and field force size

Customer Engagement Model

Key Output: Segmentation of neurologists by type and preferred engagement model

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