

# Maximizing an Undifferentiated Product Launch in a Mature Market

Launching a new, undifferentiated drug in a mature and highly regulated market can be challenging—even for an established organization. Facing the loss of exclusivity for a blockbuster drug, a leading North American pharmaceutical company developed a new indication to maintain its competitiveness within the therapeutic area. With a handful of mature products already in the market, the company engaged Clarkston Consulting to develop an innovative strategy to optimize their new product launch.



## PROJECT OVERVIEW

### COMPANY

Global Pharmaceutical Company

### INDUSTRY

Pharmaceuticals

### PRODUCTS & SERVICES

Develops treatments for critical diseases, targeting unmet medical needs

### EMPLOYEES

Approximately 30,000 globally

### REVENUE

Approximately \$10 billion in global pharmaceutical revenue

### PRIMARY OBJECTIVES

- Create innovative strategies to optimize major new product launches
- Demonstrate unconventional value for the treatment instead of relying on typical parameters for choice (e.g., efficacy, side effects, and price)

### RESOLUTION

- Identified truly innovative ways to differentiate a structurally similar treatment
- Discovered new ways to bring value, outside of the medical benefits
- Met unmet needs of patients in this therapeutic area with non-product related offerings
- Created opportunities for the payer, provider and manufacturer

### KEY BENEFITS

- Transformed the way the company thinks about, and launches, new entrants
- Expanded traditional and non-traditional partnerships, all focused on improving care for the patients and their families
- Increased the level of trust between clients and their most important business partners

### TOP BENEFITS ACHIEVED

- Faster uptake than projected at launch
- Higher formulary coverage than similar follow-on new product launches
- Improved motivation among field personnel because of the launch strategy's focus on the "entire patient and community"