

Developing a Country Launch Readiness Playbook to Assess Market Entry

This company is a well-recognized biopharmaceutical firm specializing in developing therapeutics using RNA interference (RNAi). The company's primary emphasis lies in creating RNAi therapeutics targeting diseases arising from the excessive production of particular proteins, often attributable to genetic mutations.

Following the initial U.S. launch, the company confronted the task of assessing the implications of expanding into new markets (specifically the EU and APAC) on its commercial systems.

Recognizing the complexity of these decisions and the need to harmonize its systems with its expanding operations, the company engaged Clarkston's commercial operations experts to evaluate the key considerations for entering new markets. This collaboration aimed to chart a course that aligned the company's systems with its evolving processes and established a sustainable framework for supporting new markets.

Life Sciences Case Study

PROJECT OVERVIEW



INDUSTRY:



Biopharmaceutical

PRODUCTS AND SERVICES :



Therapeutics

PRIMARY OBJECTIVES:

- Assess how the key decisions around entering a new market impact the existing commercial systems

RESOLUTION:

- Developed Country Launch Readiness Playbook for the commercial IT and country manager teams to leverage when evaluating new market entry and their impact on commercial system requirements
- Generate an IT roadmap for system enhancements based on market decisions

KEY BENEFITS:

- Consolidated view of drivers for IT system changes shared across regional, global commercial, and IT teams
- Created a self-service tool that allows country managers to understand the impact of different decisions on the IT landscape
- Established the playbook as a single source of truth for commercial- and medical-enabling capabilities
- Continued use of playbook two years after rollout across launch planning and commercial teams

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