



**Case Study**  
**Medical launch excellence blueprint**  
**– Putting theory into Practice**

# Medical launch excellence blueprint – Putting theory into Practice

## Client's Challenges

- Client had been through a number of product launches through recent years but the Medical team had recognised that learnings weren't being shared between teams and launch groups
- Key objective for US Medical team was to help new launch teams to learn from previous teams' experiences and make planning for product launches more efficient and effective

## Our Solution



## Outcomes

- Implemented the medical launch excellence blueprint
- Spreadsheet – downloadable and tailorable to each function
- Set up a website providing on-line support tools and examples, delivered training sessions for relevant medical teams
- Utilising the above blueprint, the MASS Team consultants led three different Medical teams in the Medical Unit through to successful launches

## Client Feedback

*"Your deliverables on this project have really helped us to offer real value to the commercial teams and ensure we excel"*

VP Medical Operations, Top 5 Global Pharma



# Contact Information

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