



## **Case Study**

**Enabling launch readiness for a top 10  
pharmaceutical companies orphan  
drug portfolio**

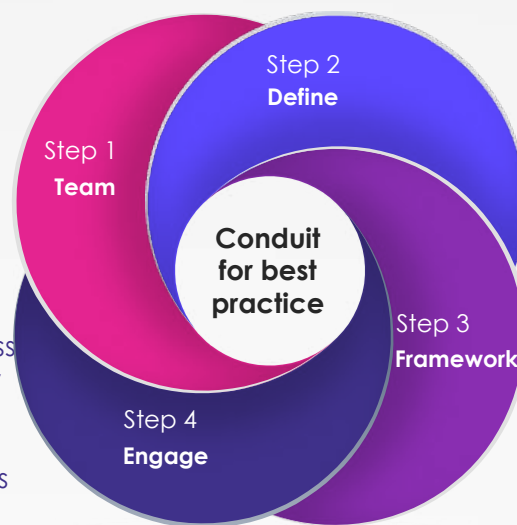
# Enabling launch readiness for orphan drug portfolio

## Client's Challenges

- Needed a regional launch framework to align with clients launch readiness review (LRR) process
- Positive LRR required to gain launch approval required for three brands across eight markets; launch plans needed to be developed to an extremely high standard
- The client needed a methodology to rapidly share learnings across markets
- Development of a 'light' launch framework for use in eastern European markets

## Our Solution

1. Built a cross-functional MASS launch team with relevant therapeutic experience, enabling them to rapidly get up to speed
2. Engaged with global and regional management to identify business priorities and areas of concern
3. Tailored the MASS Team's rare disease launch framework to suit clients needs (light & full processes developed)
4. Ran a series of face-to-face cross functional meetings with country teams to coach, co-create and finalise launch strategy, reimbursement and tactical plans across eight markets



## Outcomes

- Five of the five launch T – 6 months launch plans approved by clients LRR board, including two plans that were identified as the best practice
- Three of the three T – 18 months launch plans passed by clients LRR board
- Tender strategy developed for key tender markets
- Light launch framework developed and trained to eastern European markets
- Early success has seen product entry and access gained in a number of key markets including significant tender success

## Client Feedback

*"Our work with the MASS Team was critical to our launch success. We needed a regional framework for launch preparation that provided sufficient detail for successful country execution, as well as a mechanism to rapidly share learnings among countries. The MASS Team helped us to achieve both due to their launch and therapy area expertise."*

Director, Business Operations and Strategy SMART Region, Top 10 Pharmaceutical Company



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