



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



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