

Case Study Medical launch excellence blueprint – Putting theory into Practice

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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



Challenged with finding a solution to this problem we set about working with a senior executive sponsor and team members across the organisation (including non-medical functions)

Developed and delivered a workshop with experienced representatives from all functions to develop a medical functional timeline for two years prior to launch based upon the learnings from previous launches

The MASS Team then developed a blueprint for the medical teams, delivered as a bespoke digital tool

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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