

OVERVIEW

Launch Excellence is a 2-day simulation based programme, providing best practice on launching an Rx product in today's environment.

Launch Excellence is created and delivered by recognized experts who have practical experience in marketing pharmaceutical.

WHO SHOULD ATTEND

Product Managers launching an Rx products
Commercial Excellence Managers and any Launch Readiness Team Members

SIMULATION

This programme uses our bespoke business simulation platform called SIMPACT.

Business simulations provide the highest learning retention rates and effectively incorporate new competencies and theory, changing peoples' mind-sets in the shortest possible timeframe.



KEY TOPICS

PROJECT MANAGEMENT

Product launches are inherently projects and have to be managed carefully if it is to be delivered on time, to budget and to the required standard. Within this module, we guide course participants through the basics of project management using a simple and easily applied framework.

UNDERSTANDING THE MARKET

The single biggest moderator of risk is information. The more you understand your market, the more you reduce the risk of a bad decision. In this section we take a look at steering groups & advisory boards, the patient pathway, key opinion leader identification and competitor analysis.

PREPARING THE MARKET

Products should never be launched into a "cold" marketplace. In this section, we take a journey through some of the main activities that can be used to prepare your market, such as developing external experts, creating broader awareness and preparing budget holders.

LOCALISING THE BRAND VISION

Research has shown that teams with a clear brand team vision are more effective than those without. In this section we discuss the two elements of the brand vision and show you how to develop a brand vision that resonates powerfully with your brand team.

FORECASTING WITHIN THE LAUNCH ENVIRONMENT

We will explain the three types of forecasting methodology before showing you how to build a demographically-based hybrid forecasting model. We also investigate data sources such as analogues and cover some of the pitfalls in forecasting.

PREPARING THE ORGANIZATION

Organisational preparedness is key for an effective product launch. In this section we take a look at some practical techniques to ensuring that you have the correct materials, people and learning in place in time for your launch.

ASSIGNING RESOURCES

We will take a quick look at how strategy drives structure. We will introduce you to the internal resources audit, a core tool for mapping out any resource gaps that exist within the context of the product launch. We'll then spend most of our time looking at some guidelines for structuring the market team and sales force before looking briefly at budgeting.

Day 1	Day 2	Day 3
Launch Planning Process	SWOT	Preparing the Organization
Project Management	Group Presentation	Assigning Resources
Simulation – Launch Plan	Localizing the Brand Vision	Simulation Sales Force Sizing
Understanding the Market	Forecasting Launch	
Lunch	Lunch	Lunch
Simulation – Patient Journey	Simulation - Forecasting	Simulation – Tactical Plan
Market, Environment., Stakeholders & Competitor Analysis	Preparing the Market	Debriefing
	Simulation – Preparing the Market	

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LAUNCH EXCELLENCE

Launching a product in a changing environment