

Trinity TRailblazer: Analytical Launch Planning at Trinity Partners

“A successful launch can make or break a product.” This is an age-old adage in the pharma industry, but it is as true today as ever. Having followed the industry closely for the last 20+ years, we at Trinity know that it can be difficult to recover from a poor product launch. Bringing a product to market is more complex today than ever before, and the number of stakeholders has increased; fortunately, we have found that many of the key principles and ingredients for success have largely remained the same. The core challenge remains:

- **Correctly identifying all the key tasks** and milestones needed to appropriately prepare the company, the brand, and the market to receive the new product
- **Addressing the needs of multiple stakeholders:** KOLs, physicians, payers, patients, advocacy groups, and regulators
- **Coordinating internal efforts** across diverse functional teams



Many of our clients acutely feel the pressures of the sheer scale of the pre-launch activities they need to undertake. Many feel the push-pull of being caught up between the **strategic vision**, which should not be compromised, versus the **day-to-day tactics** and management. The key question our clients express to us is: *“How do I execute the myriad tasks required to keep things running smoothly, while keeping sight of my ultimate strategic goal: a successful product launch?”*

We at Trinity use our expertise to help you not just develop a plan, but also to manage it, drive consensus within your organization, and fill in any last minute gaps. Launch planning is a complicated task, but it doesn't have to be daunting. We can be your strategic partner and help you anticipate changing market dynamics, achieve internal alignment, and put your organization in the best position for success.

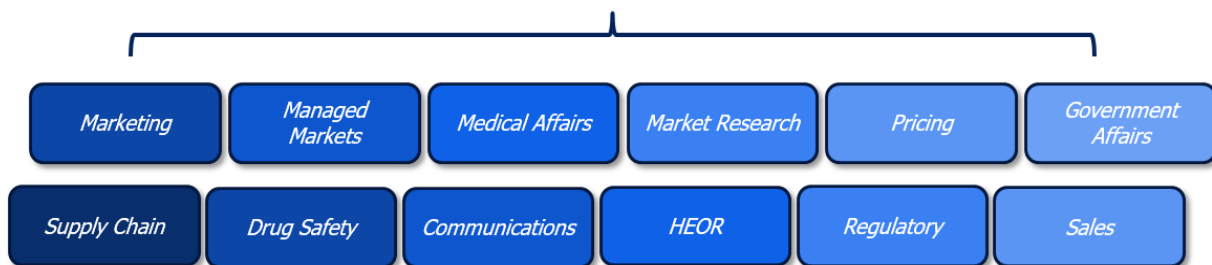
At Trinity, we pride ourselves on the holistic approach we bring to launch planning. We have termed our approach **TRailblazer** – an integrated system that encompasses brand planning, research, and data management, all aligned with the strategic vision for the product. More than creating a list of key tasks and organizing a Gantt chart, our approach is about being **knowledgeable, strategic and well-planned** about how best to prepare the market, your product, and your own organization for success.

*TRailblazer is a **clearly defined plan that optimizes product value** via the **sequencing and execution of critical activities** leading up to and through product launch.*

So what is TRailblazer all about?

Trinity has made a business of helping our clients develop systematic and thoughtful launch plans. This entails understanding our client’s strategic vision for their product, and then leveraging our years of experience observing product launches up close. Some products exceeded expectations, while others had missteps and did not quite realize their full potential. We have watched these products closely to understand the *whys* behind their trajectory, and we apply those lessons to the new launches we support. We help our clients develop a comprehensive launch planning strategy and associated tactics by taking an integrated, multi-disciplinary approach that incorporates our specialized Primary Market Research, Advanced Analytics, Health Economics and Outcomes Research (HEOR), and PARC (Pricing, Access, Reimbursement, and Contracting) teams as needed. This approach allows us to be a one-stop shop for our clients, to reflect the functional capabilities within their organizations, and to ultimately develop and execute Launch Plans that span the full gamut of activities needed by the Brand Team.

An integrated launch plan reflecting multiple stakeholders



TRailblazer is designed to reflect the needs of all your relevant stakeholders. It is:

- **Strategically aligned across the entire organization**
- **Streamlined and efficient, without redundancies**
- **Optimized to result in a successful product launch**

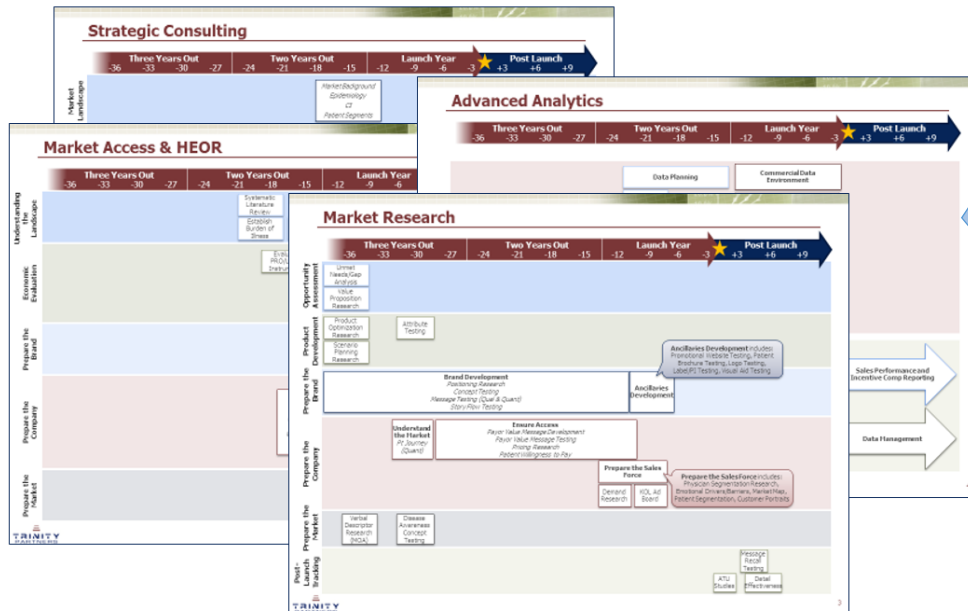
Depending on the capabilities of your organization, the market environment you are entering, and the specifics of your product, some Launch Planning activities may require a significant change in your internal processes and timelines, while others might need just some tweaks and coordination. Every company, and every product, will have different pain points in the months and years leading up to launch. TRailblazer starts with a **holistic, integrated assessment** to allow you to anticipate and maneuver through these pain points, and to give you the foresight to address potential missteps before they occur.

Whether you’re a venture-backed biotech startup, a mid-cap life science organization, or a “Big Pharma” powerhouse, you can’t expect a successful launch without putting the right plan in place. It’s also hard, if not impossible, for any one individual to think through the needs of all the organizations’ priorities and players – Brand Team, HEOR, Research, Strategic Pricing, Access, Sales Force Planning... So we at Trinity build a multi-disciplinary team on our side, so that our Launch Plans can reflect the needs and priorities of each functional area and the market as a whole.” – Herman Sanchez, Partner

So, when do I start?

Whatever your situation, the launch planning process should ideally begin *two to three years* before launch; and as the launch date approaches, your organization’s attention should shift in lock-step, from big-picture strategic analyses towards a laser-focused tactical launch plan.

Launch Planning: Trinity’s Services, by Specialist Group



In our experience, in addition to the over-arching Launch Plan, micro-plans that are functionally focused are critical

Going the Extra Mile

Our clients have told us a few key reasons why they value our work, and why they come back to us for subsequent Launch Planning projects. In a nutshell, they identify these drivers:


- ✓ Market expertise spanning 20 years of life science industry partnership
- ✓ Functional capabilities that reflect our clients’ organization, functions and departments
- ✓ Track record of successful launches that we have helped our clients to manage
- ✓ Ability to analyze and execute multiple workstreams and fill gaps across a range of functions
- ✓ Ability to catch trouble spots, fill gaps, and avoid hiccups that can delay launch
- ✓ Ongoing post-launch client support

We at Trinity pride ourselves on being true strategic partners to our clients, and helping *them* succeed... and that philosophy is central to our TRailblazer launch planning offerings. We are team players who will work with you to tailor our focus to precisely what you need. We will also seamlessly leverage additional capabilities to support your launch planning activities – whether market research (quantitative and/or qualitative), advanced analytics, claims data analysis, HEOR, or Pricing and Market Access. The end result is that you get what you need, within your available timeframe, to allow you to achieve the product launch results you are looking for.

Case Study

Here is an example of some recent work we have conducted, to give you a flavor of our approach:

Integrated Launch Roadmap for a Rare Disease Product

CLIENT SITUATION	AN INTEGRATED LAUNCH ROADMAP
<p>Small pharmaceutical company planning the US launch of an investigational rare disease product</p> <ul style="list-style-type: none"> ▪ The client sought to optimize product launch by identifying activities critical to launch and understanding the timing and interdependencies of these activities 	<p>Trinity built a system to map critical launch activities and create Gantt chart outputs for each functional group</p> 
TRINITY'S ROLE	
<p>Created a launch roadmap through a series of qualitative interviews with internal stakeholders involved in the launch</p> <ul style="list-style-type: none"> ▪ Identified currently planned pre-launch activities and performed a gap analysis to identify additional needed activities ▪ Developed a US launch roadmap and facilitated an interactive workshop with internal stakeholders to gain alignment on key launch strategies and activities 	
PROJECT OUTCOMES	<p>Trinity helped the client optimize launch by mapping out critical activities and interdependencies by functional group, facilitating internal alignment on the overall launch plan</p>

In Closing ...

Trinity's deep knowledge of the industry and our multidisciplinary launch planning expertise have been helping our clients succeed for 20 years now, and we are not planning to slow down anytime soon. If you have questions about launch planning, please give us a call, and we'll be happy to speak with you to brainstorm a few ideas. Feel free to reach any one of us below.

Herman Sanchez, Partner, hsanchez@trinitypartners.com

Leslie Sandberg Orne, Senior Partner, lorne@trinitypartners.com

Eric Sholk, Principal, esholk@trinitypartners.com

Jillian Scaife, Principal, jscaife@trinitypartners.com