



CASE STUDY

Detailed Project Planning Results in Quickest Launch in Drug Giant's History

PROJECT BACKGROUND

A leading global pharmaceutical company was preparing for the new indication launch of a gastrointestinal (GI) drug in the U.S. Time-to-market was critical, since patients had been without prescription medication for over a year.

Company management had given marketing and sales aggressive goals, and the launch team soon recognized a dedicated project manager was required to oversee the planning and execution of pre-FDA approval and post-launch commercialization activities. However, no internal project managers were available, and marketing felt they did not possess the appropriate skill set.

Therefore, the company turned to Integrated Project Management Company, Inc. (IPM) to manage the launch.

IPM'S SOLUTION

IPM conducted stakeholder interviews to understand the current state of pre-launch activities within the company, as well as with their alliance partner and co-promoter. Through these discussions, IPM recognized a need for and led the team in developing a consistent definition of "launch"

and established time-based launch goals.

IPM worked directly beside the team to develop a detailed Project Plan and Schedule capturing the activities of the multiple functions involved, including Brand Marketing, Sales Operations, Trade, Managed Care, Sales Training, Supply Chain, Public Relations, Information Technology, and Medical Affairs. IPM directed the execution of these plans to minimize delays from FDA approval to product launch.

IPM facilitated risk management planning sessions to prepare the team to proactively address uncertainties related to FDA approval and launch. Along the way, IPM monitored each identified risk and the execution of response plans when triggered.

Through the use of a well-designed Communication Plan and transparency that the company lacked with prior consultants, IPM shared critical project information.

PROJECT RESULTS

Through IPM's focused efforts, the company realized

the quickest field launch in its history. Additionally:

- The project team met or exceeded all of their launch goals.
- A national retail pharmacy chain took an automatic ship order for the drug – the first time ever for any of the company's products. The auto shipping stocks all of the chain's stores automatically with the new drug vs. inventories being driven by prescription demand after the fact.
- The detailed project tools and templates developed for this launch may be deployed on future commercial launches.

Overall, the successful launch confirmed this drug's position in the U.S. marketplace as the only widely available drug for the indication.



200 South Frontage Road, Suite 220
Burr Ridge, IL 60527
T 630.789.8600
F 630.789.7945
www.ipmcinc.com