

# Launch Excellence. Elevated.

66% of launches fail to meet year-one goals.  
Let's change that.

Launching a drug has become more challenging, and the stakes are high. Scientific advances in precision medicine have created options for more specialized patient populations and journeys. More stakeholders are involved in the delivery of treatment today than ever before, and their respective influence is evolving. At the same time, expectations for evidence generation and meaningful value propositions are increasing. These variable complexities, coupled with often divergent customer needs, create challenges in delivering transparent and accurate forecasts and achieving brand objectives. **Across the launch continuum, count on Precision's integrated multi-stakeholder launch framework to de-risk and focus your launch.**

Proprietary data and market expertise deliver an integrated plan for payers, providers, prescribers, and patients

## Data Science

- Market landscapes and customer segmentation
- Longitudinal claims, EHR and formulary data access
- Primary data collection reflecting patient and provider perspectives
- Specialty product data management
- Full cloud-based data warehouse for storage
- Hierarchies and bridge files
- Fully connected site-of-care data

## Evidence and Pricing

- Scientific and economic evidence planning
- Evidence strategy and publication planning
- Economic modeling and real-world data analyses
- Evidence synthesis
- Global pricing and contract optimization
- Pipeline and early asset forecasting

## Scientific & Medical Communications

- Opinion leader engagement and influence insights
- Peer-to-peer strategy and tactics
- Scientific platform development
- Medical curriculum development
- Above-brand market development

## Brand Marketing and Advertising

- Patient journey and provider identification
- Behavioral mapping
- Brand strategy and creative campaigns
- Disease awareness
- Omnichannel marketing
- Public relations and social media

## Managed Markets and Access

- Value message development
- Account manager resources and training
- Payer, provider, and pharmacy distribution strategy
- Reimbursement and patient support
- Value-based care initiatives

## Promotional Effectiveness and Training

- Pull-through solutions
- Promotion response modeling and targeting
- Enterprise suite reporting
- Field team sizing, messaging and resource training
- EHR solutions

Launch success requires aligned insights driven by innovative analytics and commercialization expertise, to drive clear strategy and focused execution. Precision is engineered to uniquely provide specialized expertise integrating data, evidence and engagement across the entire launch continuum. From understanding the market to executing the launch, **Precision brings together specialized expertise for a uniquely integrated approach to launch activities.**

# Precision's integrated launch plan framework

Integrated insights and synchronized proprietary data sources maximize launch effectiveness and efficiency

	Stakeholders	Brand Objectives	Multistakeholder Optimization Analysis	Multistakeholder Optimization Analytics, Strategies & Tactics
ACCESS	<b>Payer</b> <ul style="list-style-type: none"> <li>Policy makers</li> <li>Payers</li> <li>Formulary Decision Makers</li> </ul>	<b>Access</b>	<b>Treatment Landscape Analysis</b> 	<ul style="list-style-type: none"> <li>Pricing and Contracting Strategy</li> <li>HEOR Evidence Strategy and Analysis</li> <li>Payer and/or Provider Value Communication Plan and Tactics</li> </ul>
	<b>Provider</b> <ul style="list-style-type: none"> <li>IDNs/Hospitals</li> <li>Group Practices</li> <li>Dist. Channel</li> </ul>	<b>Availability</b>		<ul style="list-style-type: none"> <li>Organized Provider Segmentation and Targeting</li> <li>KAM Optimization Plan</li> <li>Distribution Strategy</li> </ul>
DEMAND	<b>Prescriber</b> <ul style="list-style-type: none"> <li>KOLs</li> <li>HCPs</li> </ul>	<b>Adoption</b>		<ul style="list-style-type: none"> <li>KOL Profiles and Network Map</li> <li>Disease Treatment Referral Pattern Analysis</li> <li>RP1 Demand Survey</li> <li>Coding and Reimbursement Support</li> <li>EHR Journey Support Resources</li> </ul>
	<b>Patient</b> <ul style="list-style-type: none"> <li>Patient advocacy</li> <li>Patients</li> <li>Caregivers</li> </ul>	<b>Acquisition &amp; Adherence</b>		<ul style="list-style-type: none"> <li>Reimbursement Strategy</li> </ul>

## Multi-stakeholder Optimized Strategy and Tactics (MOST)

Multi-stakeholder Optimized Strategy and Tactics (MOST) is the output of our integrated launch plan framework

- Novel multi-stakeholder launch excellence framework:** A comprehensive framework details the needed launch effort
- Proprietary multi-stakeholder adoption propensity profiler:** Domain experts and artificial intelligence (AI) tools together identify key accelerants of and obstacles to adoption specified by customer type
- A portfolio of innovation-specific launch blueprints:** Interconnected work pathways leverage data and analytics to efficiently accomplish multiple brand launch objectives
- Full suite of engagement and pull-thru solutions:** Cross-disciplinary Precision teams effectively address the full range of pre-launch and commercialization needs



### Achieve Launch Excellence

Contact us at [info@precisionvh.com](mailto:info@precisionvh.com) to learn more.

