

Innovara worked with a top multinational biopharmaceutical company to plan for product launches in emerging markets

Challenge

A leading multinational pharmaceutical company wanted to expand a specific product area into an emerging market region. As part of this process the company wanted a systematic approach to map and prioritize market opportunities in one therapeutic area across a multi-country region, identify and find ways to work with stakeholders and thought leaders, and then finally to develop key strategic levers for action, including collaborative efforts with the stakeholders.

Solution

- Developed a market scorecard to map and prioritize market opportunities in the region
- Mapped out relevant stakeholders across the region
- Performed in-depth interviews with key stakeholders in key regional markets
- Held a stakeholder meeting with in order to engage key stakeholders and test concepts for prioritized strategies
- Attended important local and regional events and meetings with stakeholders from medicine, policy, and advocacy
- Developed strategic levers for successful commercial launches in the prioritized markets

Results

- ✓ Prioritized markets for staggered launches over a multi-year period
- ✓ Developed key stakeholder relationships
- ✓ Developed strategic levers for each of the selected prioritized markets in the region
- ✓ Mapped out opportunities to engage, support, and partner with key stakeholders
- ✓ Helped to shape the key markets

For information on Innovara services contact
Aaron Carpenter, Innovara Consultant
aaron.carpenter@innovara.com
+1 413 387 6188

