



Access and Launch Strategy

Essence: Go-to-market strategy for contracting, coupons and copay cards, market access, and gross-to-net

How we do it: depending on your level of commercial resources we will partner with your account teams or rely on our experience to quantify the discounts needed to optimize commercial launch. Each client has an individual level of profitability required for each asset and we can work with you to ensure that you are balancing the long-term value of the asset versus the income available during launch. Our sophisticated understanding of how Relay, Coupons, and contracts work together enable us to work with your brand, market access, and accounts management teams to nail or exceed your forecast every time.

Benefits to our customers:

- Launch is where white collar strategies meet blue collar execution. Our experience helps you to create multi-leveled market access launch strategies that survive after the first bullets have been shot. Further, we can continue to tweak (or completely redesign) launch plans to make the most of sub-optimal situations
- Recent launches have been consistently within 300 to 500 basis points of forecast for each of the 18 months following launch (including discounts, rebates, coupons, Relay Health, etc. there's always a tradeoff)
- Improved brand/finance collaboration based on forecast adherence and clear contracting guardrails that change as net price discovery occurs with payers
- Strengthens your bench as you communicate with key partners both within (finance) and outside (Relay, coupon vendors, patient access vendors)
- Dramatically improves your ability to specifically design your access patient programs tied to your market access goals – the contractual details of your Relay and coupon programs matter

Sample Projects:

Major Pharma: built GTN model for a major product launch. Used coupon and copay data to 'front run' the delay in IMS sales data

Pharma: established WAC, channel-based discount recommendations, and lowest acceptable sales levels by channel for major launch. Tracked these metrics to ensure rapid product adoption and appropriate margin