



a Lumanity business

CASE STUDY

Involve Medical Affairs Early for Successful Product Launch

CLIENT DESCRIPTION

Zipher was brought in by an Oncology-focused biopharmaceutical company to provide support while the organization was transforming from a Research and Development organization into a Commercially-focused organization.

THE CHALLENGE

The client faced three significant challenges:

- The drug in development was for a rare disease state which is rarely seen by most oncologists and health care professionals, especially in the community setting.
- The company was in the process of developing a first-in-class drug with a unique mechanism of action and complex dosing.
- The company was small and relatively unknown in the marketplace.

THE OBJECTIVE

Zipher was brought in 12 months prior to launch to provide strategic and medical affairs services. Zipher's initial engagement quickly expanded from strategic services to other services, including an on-demand Medical Science Liaison (MSL) team to support the launch.



THE SOLUTION

Prior to launch (T-12 period), the Zipher consulting team worked with the company to develop a launch strategy, tactics and related training programs. Content was built for health care professionals' (HCP) educational programs. It included MSL slide decks along with complete speaker notes incorporating key messages for the brand.

Zipher also developed a training program for the client's medical staff as well as their preexisting MSL team members. A medical affairs metrics program and dashboard were created to monitor progress throughout the launch. In addition, Zipher provided content development and meeting facilitation for an advisory board at the time of launch.

Six months prior to launch (T-6 period), Zipher provided the company with a four-person on-demand MSL team that ultimately became fully integrated into the client's Medical Affairs team. The main goal of the Zipher team centered around educating HCPs nationwide upon drug approval. Educational areas included:

- Information about the client to increase awareness of them among the health care community
- Disease state education
- Safety and efficacy profile of the drug

An in-house MSL team had already begun engaging the top thought leaders in this therapeutic area prior to launch. However, more support was needed at the ground level immediately following approval and launch of the drug. The goal was to identify 200 local and regional Oncologists, introduce the company, and educate those targeted physicians about the new drug and the rare disease state it treats.



RESULTS

By involving a qualified Medical Affairs team early on, the client had the advantage of dedicated experts focusing on the development of a solid medical launch strategy and related tools. The client also benefitted from additional resources and personnel that were fully trained and available throughout the most critical stages of launch (TO through T+12). Zipher successfully:

- Connected with 200 community Oncologists and their staff in less than a year
- Provided 25 requested presentations, educating more than 300 health care professionals on the safety and efficacy of the drug
- Worked collaboratively and compliantly with the commercial team to ensure full medical support during launch

The client team was able to focus on research and key thought leaders without sacrificing engagement with critical stakeholders in the community.

Take your Medical Affairs Team to the next level...

As the leading global provider of expert Medical Affairs services, Zipher has worked with a broad client portfolio, including mid-to-large pharmaceutical, late-stage biotech and diagnostic companies.

The Team at Zipher has years of Medical Affairs and MSL experience developed through positions held in pharmaceutical and biotechnology companies as well as through consulting in the industry. Together, we have strategically architected the "Zipher Process" which is comprised of four key Medical Affairs service sets including: Strategic Consulting, Medical Affairs Programs, Program Management, and Training.

These key service sets are designed to address the road blocks our Clients consistently face and integrate seamlessly to support your Medical Affairs organization at any stage. Armed with a unique process and vast experience, we listen to your team's needs and develop programs specifically designed to help your organization excel to the next level.

Join our growing base of Clients who have utilized Zipher programs and services to successfully:

- Prepare and/or launch products globally through our medical launch planning services
- Recruit, hire, and train MSL teams
- Increase and optimize interactions with Key Opinion Leaders (KOL), HCPs and Stakeholders through Advisory Boards and engagement initiatives spearheaded by Zipher
- Reorganize and streamline existing US and Global Medical Affairs and MSL teams, generating improved department organization

Strategic Consulting

- Advisory Boards - Content - Insights
- Strategic Workshops
- Congress Planning
- Operational Planning
- Publications Planning
- Medical Affairs Annual Plan Execution
- Launch Excellence

MA Programs

- Insight Analysis & Communication
- KOL Heat Map Analysis
- Advisory Board ECHO Program

Program Management

- Logistics - Advisory Boards - Workshops
- Comprehensive Program Management Software including Dashboards and KPI Reporting
- Brand Support - Advisory Boards, Symposia, Congresses, Research, Medical Affairs

Training

- Transitioning Scientists & Physicians into Medical Affairs Experts
- Recruitment through Placement
- Career Path Coaching & Mentoring