Early 360° TPP

Lumanity brings unparalleled experience to help biopharmaceutical companies engineer life-transforming value. We transform the target product profile (TPP) from a mere task into a strategic tool that drives meaningful patient benefit and commercial success in today's evolving markets. Strategy Consulting's integrated scientific, clinical, regulatory, and commercial expertise guides clients through complex decisions to achieve their objectives.

The Challenge

Setting the Right Foundation

Many early TPP efforts lack critical future-proofing elements, leading to potential misalignment and costly pivots later in development. Common challenges include:

- Lack of deep cross-functional input and true organizational alignment
- Disconnect between the foundational science and the realities of clinical development and geographic nuances, leading to unrealistic or misaligned TPP targets
- Insufficient focus on the future competitive environment and the key considerations for enabling broad patient access
- Treating the TPP as a static document rather than a dynamic strategic north star
- Delayed TPP development, missing the opportunity to shape early clinical & evidence generation strategy effectively

Our Solution

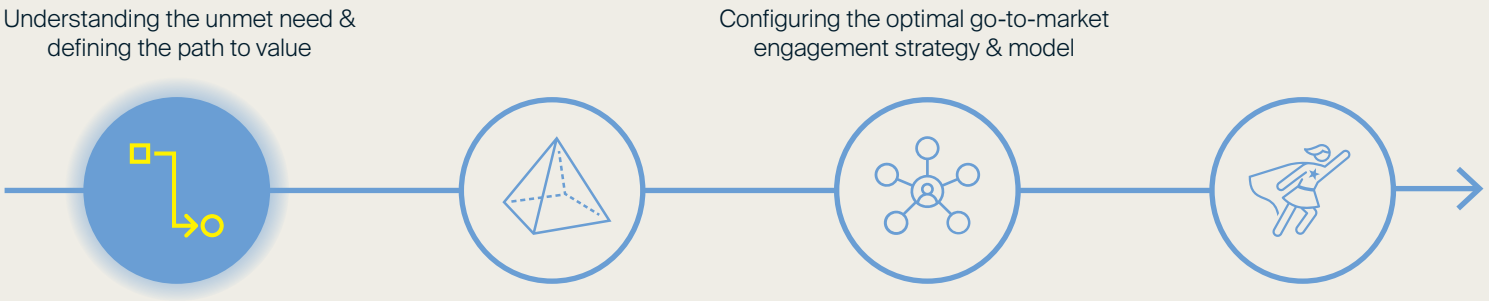
The Early 360° TPP

We partner with biopharma to create a robust early TPP in a highly collaborative and cross-functional process, ensuring development and commercial objectives are strategically aligned to drive value from the start:

- **Deep cross-functional alignment:** Integrates insights from Lumanity's Clinical, Regulatory, Commercial, Medical, and Market Access experts to ensure unified internal and client strategies
- **Evidence driven & future proofing:** Establishes a strong foundation by incorporating disease understanding, clinical precedents, evolving treatments, geographic nuances, and future competitive and access landscapes
- **Dynamic decision playbook:** An early initiated, living tool that drives key development decisions and adapts at critical milestones to maximize impact

Value Inflection Points in an Asset's Lifecycle

Our integrated approach creates value and drives commercial success by establishing an asset's scientific and commercial potential



Our Approach

Comprehensive secondary research

We begin by understanding the full strategic context of your program:

- **In-depth secondary research:** Disease Landscape, Clinical Trials, Regulatory Assessment, Standard of Care, Competitive Landscape, Pipeline Analysis, Market Access/ Payer Landscape
- **Internal perspective:** Reviewing internal materials, 1x1 interviews with key stakeholders, and group discussions with cross-functional teams as appropriate

Collaborative workshop facilitation

We then conduct cross-functional workshops to ensure organizational alignment on the TPP and next steps:

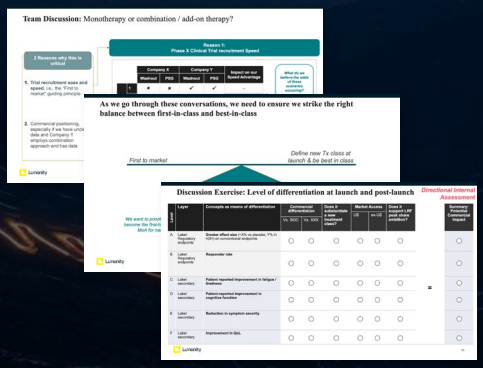
- **TPP development workshop:** Workshop with the goal of leveraging secondary research, client feedback, and Lumanity expert input to develop the TPP
- **TPP implications and next steps workshop:** Workshop with goal of identifying key inflection points for refreshing the TPP as well as outlining expected downstream implications for the program (e.g., biomarker development (e.g., biomarker development, development plan updates,a external validation requirements, etc.)

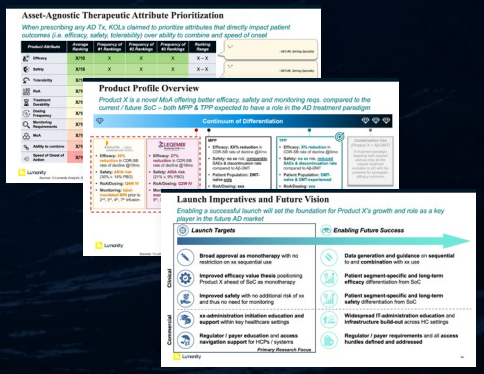
Tailored client solutions

The process can be adapted to address your specific needs:

- **Adaptable:** If your asset already has a TPP, the process can be adapted to provide a 360° Diagnostic and TPP Update
- **Add-ons:** Lumanity can help you leverage the 360° TPP to refresh your development plans or test the TPP with different stakeholder types (KOLs, HCPs, Patients, Payers, or Regulators)







The Lumanity difference

Strategy Consulting offers seamless, integrated asset development by uniting deep cross-functional expertise – spanning clinical to market access – with a powerful understanding of future market dynamics and competitive landscapes.

Contact us

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