

Lumanity

Launch Excellence

Getting it right first time

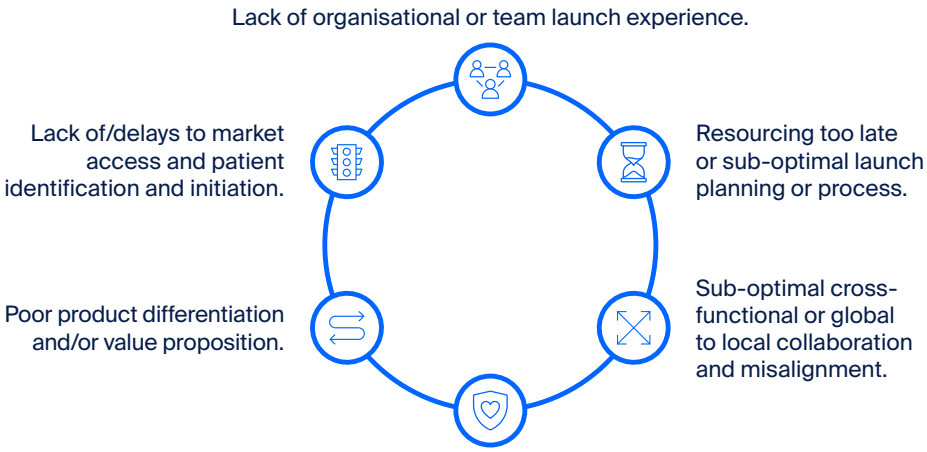
Introduction and landscape

Launching an asset is exciting but complex.

Understanding the interplay between a host of internal and external dynamics is critical to inform both commercial strategy and organisational planning/readiness.

The launch environment is also evolving presenting new challenges for successful commercialization.

Common issues we see that de-rail launches resulting in failure to maximise the value of an asset.



The challenge

One third of today's drug launches miss year-1 expectations.

Analysis[1] of **284 new drugs** launched in the US over **2012-2021.**

98 new products had a poor performance at launch – i.e., missed expectations as defined by only generating up to 80% of expected sales in the launch year[1].

<20% of Products that don't meet analyst forecasts in the first 6 months substantially change trajectory in subsequent years[2].

Our solution

In our opinion, there are 5 fundamental components, which if repeatedly applied, drive launch excellence.

01 Robust Ambition and Strategy

Where to play and how to win, grounded in deep insights that differentiate you from competitors and deliver value.

02 Fit-for-Purpose Launch Process and Governance

Stage-gates, decision forums, and launch routines tailored by launch priority and archetype executed consistently to drive brand, market, and organizational readiness.

03 Winning Organizational Culture and Alignment

The standards and behaviors that enable global-to-local alignment and empowerment and drive continuous improvement and competitive advantage.

04 Launch-Ready Capabilities and Team Effectiveness

The organizational skills, experience, and cross-functional ways of working needed to deliver launch ambition and impact across brands and markets.

05 Timely, Right Sized Go-to-Market Model

The resources, investment, and infrastructure in place and scaled at the right time to match launch priority and archetype, enabling effective adoption and timely course correction to deliver results.

Our solution

At Lumanity, we view the discipline of Launch Excellence through the 4P lens to drive planning and execution.

1. Process

Clarity and Consistency

Establishing a structured organizational launch process, and guidance on the what, when, who and how to operationalize launch planning and execution.

- Launch Framework
  - Launch Standards and Behaviors
  - Launch Governance and Readiness Review (LRR) Process
  - Activation and Collaboration Model
  - Activity Roadmap(s) and Planning Process

2. People

Development and Delivery

Expert support to build launch capabilities and drive effective cross-functional collaboration, engagement, and execution.

- Team Activation and Collaboration
- Launch Expertise and Project Management
- Capability Development

3. Plan

Accountability and Impact

Ensuring a robust integrated cross-functional launch plan, KPIs, and regular readiness reviews to support timely plan optimization.

- Plan Build or Validation
- Launch Evaluation and Optimization
  - Pre-Launch and Launch KPIs
  - Launch Readiness Reviews
  - Launch Optimization Reviews

4. Platform

Visibility and Alignment

Leveraging technology to provide a real-time single source of truth and drive effective launch planning and management at every level of the organization.

- Ignite™ Launch Management
  - Project Plans and Templates
  - Risk Management
  - KPIs
  - Dashboards and Reports

Why Lumanity?

We are uniquely placed to support your success

- We bring 30 years of experience supporting launch strategy development and organisational launch readiness
- We bring a rich combination of consulting, industry and scientific expertise
- We have extensive experience in launch framework development, governance infrastructures and plan development, validation and implementation support across different asset types and organisational structures
- We are experts at engaging the different functions across an organisation and maximising the value of cross functional collaboration and alignment
- We provide a robust set of proven tools, techniques and processes allowing tailored and agile support in the delivery of your launch excellence goals

Lumanity

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