



ACQUIS

Launching in a New
Therapeutic Area



Embracing Opportunity

Launching a drug in a new therapeutic area represents a unique moment in the life of your organization.

Therapeutic area expansion is an opportunity to:



Establish new scientific and commercial leadership



Seed and grow new brand franchises

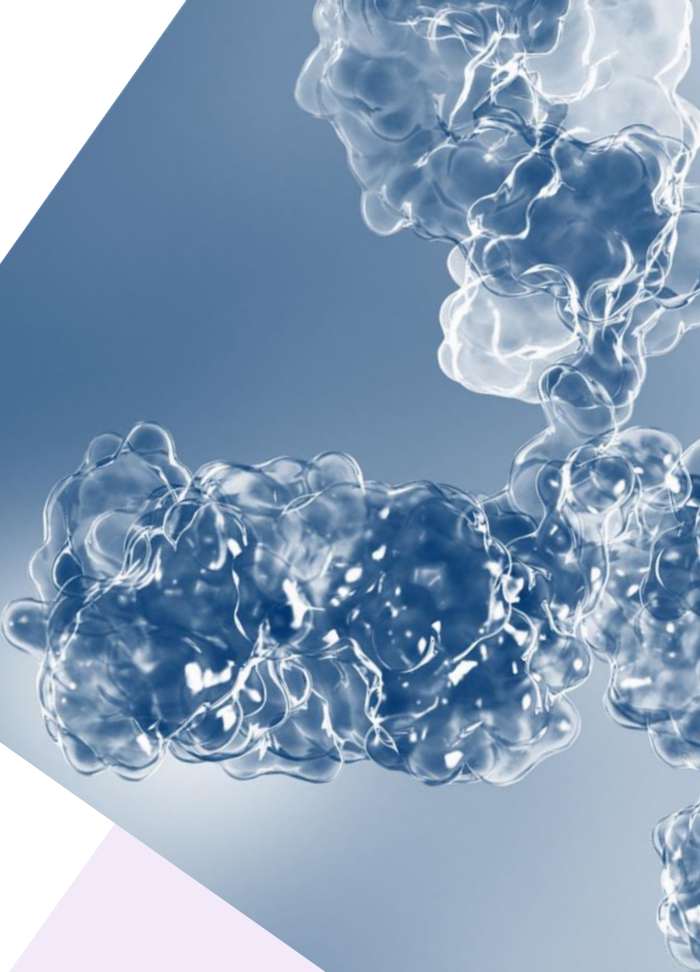


Extend the reach and impact on your patients

How should your organization prepare for launch excellence?

Acquis has created this eBook to help you prepare for the journey ahead.

Use it as a starting point to consider your launch readiness pain points—and begin thinking about the right supports to plan for success in a new therapeutic area.



Complex Barriers

To enter and succeed in a new therapeutic area, launch planning must overcome several key challenges.

Your organization is likely to face several tactical hurdles:



Engaging a new
healthcare provider
(HCP) community

Building a new key
opinion leader (KOL)
network

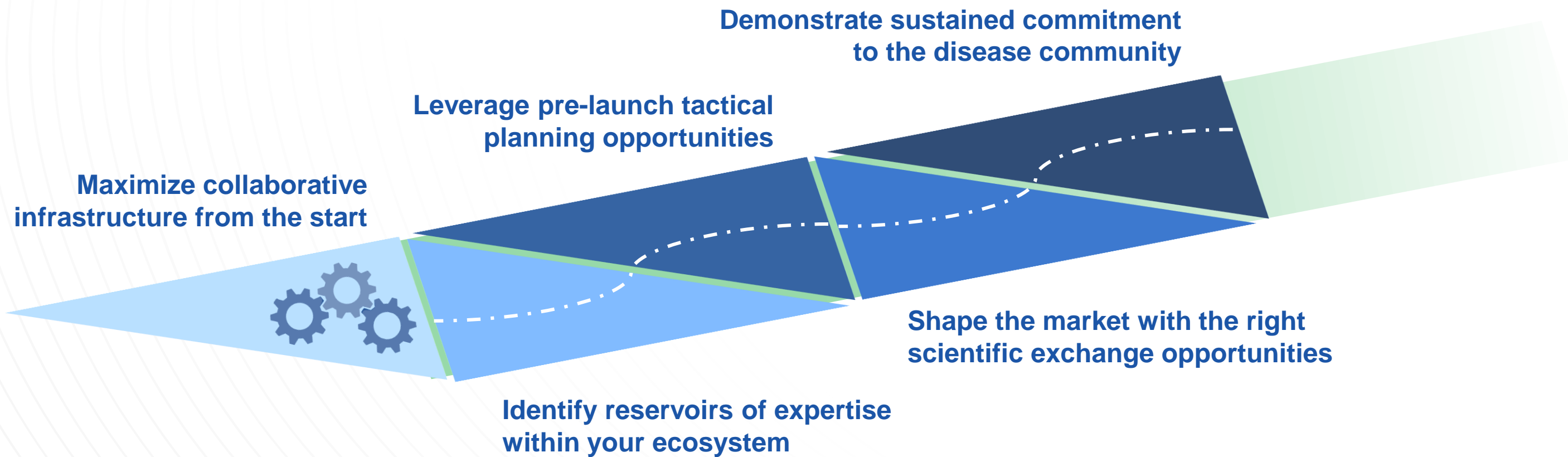
Planning launches that fit
your existing organizational
structures

Navigating new
competitive terrain

The Benefits of Strong Readiness

The right plan will do more than address these barriers—it will also lay the foundation for scientific and commercial leadership in a new therapeutic area.

The right plan will:



Thought Partnership from Molecule to Market

Across the product life cycle continuum, we offer a variety of services that can be customized and combined to meet the unique needs of your organization and deliver comprehensive solutions for sustainable growth in a new therapeutic area.

Collaborative Client Experience

-  Small / Emerging Market
-  Mid-Sized / Multi Compound Market
-  Large Market / Top 20-Global

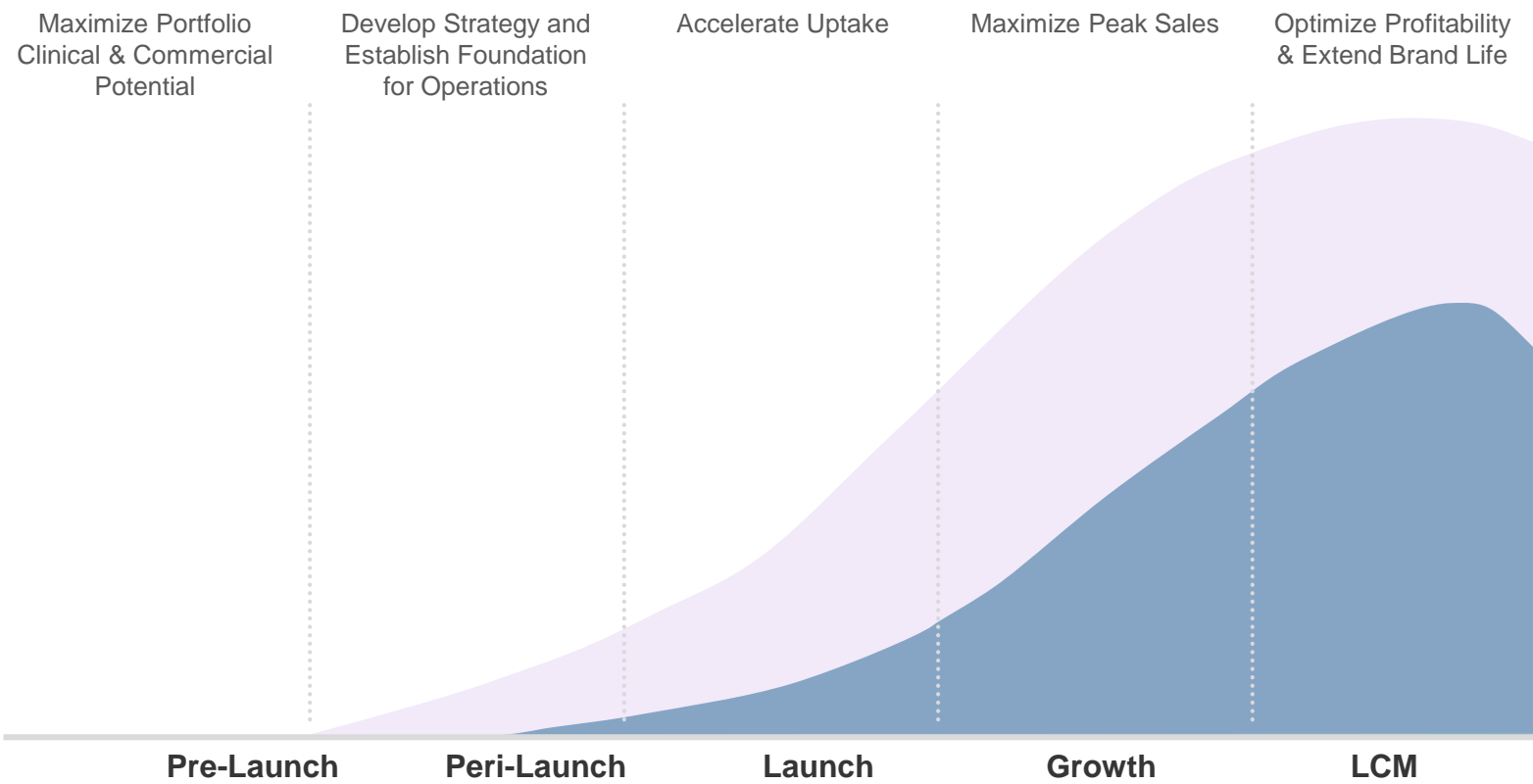
Disease Area Expertise

- Oncology
- Rare Disease
- Cardiovascular
- Dermatology
- Endocrinology
- Hematology
- Immunology & Fibrosis
- Neurology
- Respiratory
- Infectious Disease

Service Offerings Across Functions



Full Spectrum Support Offerings



Our Approach

Launch Solutions for Before & Beyond Day 0

Key questions for your organization as you begin developing a readiness plan:



THE DRUG & LAUNCH LIFE CYCLE

Do you have a strategy that spans the continuum of clinical, medical, and commercial activities—and maximizes pre-launch and peri-launch opportunities?



THE GLOBAL + LOCAL EQUATION

Do you have the appropriate strategies in place for the US, EU, Asia-Pacific, and beyond?



THE TREATMENT HORIZON

What is your familiarity with the therapy area and the emerging disease landscape?

These questions remain at the center of our approach throughout the drive to a custom launch strategy.



1

ASSET PROBLEM STATEMENT

How does this asset **address unmet need** (e.g., 1st in class) and **what supports are needed?** (e.g., HCP/KOL awareness)

2

PRIMARY & SECONDARY INSIGHTS

What do different functions and markets view as the **critical success factors** and **key challenges** in entering the new TA?

3

ASSESSMENT & RECOMMENDATIONS

What are the **priority action areas** and quick win opportunities to target, while also establishing **TA presence and credibility?**

4

TACTICAL LAUNCH FRAMEWORK

What **tactics, resources, and KPIs** will support your goals, and what can you accomplish in time for launch?

5

CROSS-FUNCTIONAL PRESSURE-TESTING

What potential vulnerabilities and externalities will you need to prepare for? What are the **best practices** for this?

6

ALIGNMENT & EXECUTION

Who shares in **ownership**, how will key functions work together, and how will you communicate to **maintain momentum?**




Our Approach

Delivery in Action

Our guiding questions and customized launch strategy approaches have helped clients navigate entry into a range of new therapeutic areas


Select Delivery Highlights:



THE DRUG & LAUNCH LIFE CYCLE
Unifying Team Strengths across the Continuum





THE GLOBAL + LOCAL EQUATION
Bridging & Blending Diverse Market Voices




THE TREATMENT HORIZON
Understanding Your Asset in the Disease Context


First US Launch in the Rare Cardiovascular Disease Space

Coordination across 25+ functions, ensuring clear plan communication and transparency



Custom dashboards and prioritization tactics to track pre and post-launch activity progress



Targeted plan of action for the 30-day period following initial approval

First Global Launch in Dermatology




Strategies to tackle brand narrative challenges due to varying competitive mixes and standards of care



Insights from 30+ stakeholders in 12 countries to drive HCP and KOL community engagement



Global framework to optimize launch rollout across 50+ countries over the next 2-5 years

Creating the Foundation for a Future Immunology Pipeline




Launch market archetypes based on the patient, HCP, and KOL landscapes of 15+ country markets



Architecture for a Global Launch Forum to foster the broad inclusion of market voices



Global launch playbook to support and guide future pipeline launches



Discover the Solutions for Your Launch Journey

Contact us for an exploratory discussion

[LEARN MORE](#)

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