

Asymmetry Case Study

BioPharma Product Strategy



Driving focus, choice-making, and disproportionate investment with a stagnating rare disease asset at a mid-cap biopharma company.



The Situation

The head of U.S. marketing for a rare disease product recognized the need to substantially overhaul the brand strategy for her ~\$400M product in order to sustain growth against challenging market and competitor headwinds.

The Ask

The client engaged Asymmetry Group to evaluate the current product strategy, conduct market and internal analyses, and lead a cross-functional team to create a focused, choice-based product strategy that would endure 3-5 years and drive execution.

Our Approach

Asymmetry tailored a brand strategy process specific to the opportunities and challenges for this unique product and therapeutic category. We conducted rigorous external analyses to better understand the market dynamics, and paired these with unique insights on internal data that enabled clear tradeoffs and decision-making.

We then ran a cross-functional team from Marketing, Sales, Market Access, Medical, Advocacy and other areas through a multi-day workshop rooted in insights to make hard decisions regarding where to focus & prioritize, what to explicitly deprioritize, and determine implications for execution.

Results

- Team aligned on a targeted set of 3 sub-indications for focus – vs. the 9 diffuse sub-indications they were previously targeting;
- Over the following year, the business began exceeding goal;
- The strategic planning approach designed for this product was declared a “new best practice” by the company president, and subsequently pulled across several other therapeutic areas.

“Greg and his team expertly drove new analytics to ground our strategic discussions, led challenging team discussions around where to focus our business and disproportionately invest, and ultimately created a clear multi-year plan that’s aligned across sales, marketing, market access and other functions. We now use this approach as the best practice in other therapeutic areas.”

Contact Greg Lief to learn more about how we can help you:

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