

# Asymmetry Case Study

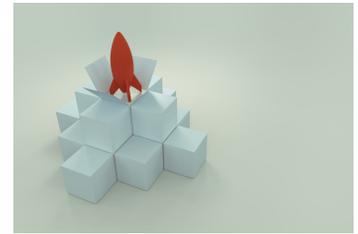
## Mock Product Launches



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Conducted a series of mock launches to stress-test readiness for the first commercial launch of a rare disease therapeutic with a \$2B market cap biopharma.

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### The Situation

A development-stage biopharma company was preparing to launch its first therapeutic, a rare disease product with complex administration, distribution, side effect management and patient support. The relatively new company was rapidly assembling the business systems and processes for a successful launch from manufacturing & distribution through to physician support, patient support, REMS management and market access.

### The Ask

The client asked us to design a rigorous mock launch to stress test the integrated systems and processes, and assess their overall readiness for launch. Any issues identified should have resolution plans.

### Our Approach

We designed a progressive series of 3 mock launch workshops to identify concerns, misalignment, and gaps:

1. Workshop 1: Internal, cross-functional workshop testing the high level processes and systems supporting product distribution from 3PL to site of care, and the patient experience from diagnosis through to product administration;
2. Workshop 2: Similar in design to session 1, but including external partners and delving substantially deeper into the processes, systems and content;
3. Workshop 3: Final testing session including detailed role modeling of the entire system, utilizing actual materials from product packaging to HCP messaging to start forms to specific email addresses and phone numbers.

### Results

- Workshops revealed substantial faulty assumptions and misalignments throughout the organization that were clarified and resolved through their identification in the workshops;
- In each of the three workshops, identified ~50 highly specific gaps/issues of importance – and identified concrete follow-up actions and accountability for each, tracking their progress & resolution over the following weeks;
- Client team was able to close all significant gaps and issues for launch.

*"Thank you once again for leading a successful launch readiness meeting. The content, meeting design, and execution was extremely well done. I continue to be very impressed with the way you work and the support that you're providing."*

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

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