



Launch Sequence Optimization

Market Challenges

New product launches are the most critical and defining moments in the pharmaceutical product lifecycle. For 85% of Pharmaceutical launches, the product trajectory is set in the first six months. With increasing pressure from the payers and the stringent application of international referencing pricing, identifying the best launch strategy is more complex than ever.

A suboptimal launch price or sequence will often result in leaving millions of the dollars on the table. A recent study by Bain and Company showed that half of all launches now in the peak sales range did not meet expected levels, and half of those missed expectations by 50% or more.

However, many organizations have not yet adjusted their launch approach to the new reality and tend to rely on “rule-of-thumb” approaches rather than analytics based algorithms.

Our Approach

Launch Sequence Optimization service offering helps companies identify the best launch sequences and prices:

- **Intelligent and proven algorithm:** Model N provides an intelligent and proven algorithm that optimizes the launch sequence and prices, and presents the scenario analysis in less than few minutes. With homegrown spreadsheets users often have to wait overnight for the engine to run just to see one scenario output. With the Model N algorithm, you can create multiple scenarios and analyze the results in a quick and efficient manner.
- **Model Fine Tuning:** One size doesn't fit all. Different product portfolio mix often requires different launch strategy. Model N offers analytic services to fine tune the algorithm model variables based on the company's launch strategy.
- **Data load and integration:** Your data could reside in Model N Global Price Management solution, SAP, Oracle or others. Model N helps in loading the initial data such as pricing, international reference pricing rules, volume forecast from any of these sources as inputs to Launch Sequence Optimization.
- **Global Training:** Model N provides training services to the users around the globe to be self-sufficient.