Model N

Determine the optimal launch sequence for your drug

How Model N Global Pricing Management helps optimize your global launch strategy

When a drug misses its launch projections, there's a high likelihood that it will never recover the lost revenue. This risk, coupled with the growing average cost of bringing drugs to market, means it's more important than ever for pharmaceutical manufacturers to identify the best launch sequence strategy that will achieve better patient access and optimize global revenue – right from the start.

The old way: Taking a manual approach to launch sequencing

Launching a drug is a long, complicated process that is impacted by numerous internal and external factors, including supply chains, government policies, and health economic studies. Simply prioritizing countries that pay the highest prices for drugs is not guaranteed to be a winning strategy; companies must carefully weigh patient populations, interdependencies from reference practices, and other economic factors.

Too often, market access teams rely on spreadsheets or homegrown tools to track pricing and country referencing rules, making it difficult to ensure accuracy and collaborate across regions. Without accurate information, any simulation they run is at risk for errors. Not to mention, this process takes time. A 10-country launch creates more than 3.6 million permutations – a massive undertaking to manage in a spreadsheet. Or they rely on third-party consultants, which is expensive.

The new way: Achieving launch excellence with Model N

Create optimized launch sequences by adjusting necessary variables including pricing data, market access and reference pricing events, and volume forecasts. All data is stored in a centralized repository that can be quickly and easily updated to reflect changes in country rules, reference baskets, pricing, and more.

Run any number of "if" and "else" scenarios in minutes to evaluate what happens if prices, reference countries, or events change. Using the insight gained through this process, you can quantifiably analyze the best way to balance price, time to market, and reference practices, so you can avoid lost revenue.

Even after the drug's initial launch, you can run simulations to help determine if you should delay further launches, prioritize or deprioritize subsequent launches to other countries, or adjust pricing – all without engaging a third-party consultant or spending weeks or months to get answers.

The benefits of Global Launch Excellence

- Determine the order in which to launch new products and indications and at what price to optimize revenue.
- Improve visibility and collaboration with a single source of truth for all pricing, reference country rules, and health economic studies.
- Use unlimited scenario planning to quickly adapt to market changes within the product's lifecycle.
- Develop launch sequences and manage ongoing price maintenance from the same application.
- Optimize revenue across 196 countries and never miss a key market execution.

About Model N Global Pricing Management

Global Pricing Management supports a variety of pricing simulations and controls to prevent price erosion. With a validated price and reimbursement database and simulation tools, this end-to-end solution helps you plan and track multi-country launches, conduct pricing and sales forecasting, and adjust pricing strategies globally to optimize revenue from drug launch through end-of-life.

Discover how you can reduce price erosion and maximize revenue throughout a drug's lifecycle.

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