

Optimize global product launches

Pharmaceutical innovation changes lives, but bringing therapies out of the lab and into patients' hands requires a strong launch strategy and flawless execution. However, market access remains a largely manual, incredibly slow process for many companies.

As global pricing and loss-of-exclusivity planning become more complex, manufacturers must ensure their local and global teams are fully aligned and capable of adapting to changes in strategies and markets. Delays in market access slow adoption, reduce peak revenue, and increase operational costs. Success requires a robust combination of strategic planning, process execution, and real-time analytics.

Model N Launch Planning, powered by CCX, a valued Model N strategic partner, is the end-to-end solution that streamlines launch planning, accelerates the launch process, and optimizes revenue across the product lifecycle.

Nearly

70%

of products miss launch expectations.¹

CCX: The strategic planning layer

Drive fast, coordinated planning and execution of global pricing and market access strategies. CCX works with your corporate strategy teams to establish pricing models that align with your brand strategy — including price adjustments, discounts, rebates, and value-based agreements — and provide them to your local market access teams while enabling continuous two-way alignment between global strategy and local execution.

From there, CCX helps teams evaluate and manage pricing strategies in real time, providing company-wide visibility to any changes and downstream impacts. This coordination enables local and global market access teams to quickly evaluate price proposals, update pricing strategies, and accelerate the path to peak revenue.

¹ Daniel Mathews, Mark Chalmers, Eduardo Schur. [“How biopharma can get the right mix of people and tech for launch success.”](#) EY, March 4, 2025.

Model N: The system of record

Turn approved strategies into operational reality with an industry-leading global pricing and contract execution platform. Using launch event details, such as dates, prices, and discounts from CCX planning, Model N solutions enable you to efficiently and effectively manage all aspects of market access, including price management, contract execution, compliance, rebate management, and analysis, to prevent revenue leakage after launch.

With Model N Global Pricing Management, you can evaluate the impacts of international reference pricing on your launch plans, understand post-launch implications as countries begin re-referencing, and evaluate potential impacts from the Most Favored Nation (MFN) policy in the U.S.

Dashboards and analytics capabilities enable you to track revenue, model pricing scenarios, and evaluate performance in real time. This increased level of insight and control over your launch processes ultimately helps increase deal value, improve contract compliance, and maximize gross-to-net.

Launch smarter. Execute faster.

CCX and Model N create a continuous feedback loop between strategy and execution, enabling market access teams to optimize pricing decisions based on real-world performance.

- ✔ Meet and exceed launch expectations, driving faster growth to peak revenue.
- ✔ Make faster, more informed decisions to optimize revenue and improve market access.
- ✔ Improve the efficiency and effectiveness of product launches.
- ✔ Streamline collaboration between local and global market access teams.
- ✔ Reduce long-term price erosion driven by international reference pricing.
- ✔ Enhance the lifetime value of your products by mitigating the impact of loss of exclusivity through coordinated planning and execution.
- ✔ Ensure patient access to life-changing therapies.

Plan your next launch with confidence

Schedule a meeting to learn how Model N Launch Planning, powered by CCX, can help you reduce risk, improve alignment, and optimize revenue from day one.