



## Accelerating Value at Launch

Need to build capabilities quickly and efficiently for launch?

Pharmaceutical launches are stressful and riddled with risk. They can be specialized, competitive, and costly: Research indicates that only about 30 percent of products that enter the market ever recover their cost—and half of the products achieve less than 50 percent of the sales forecast.\*

Working with unpredictable and irregular launch dates, readiness can be a challenge. In-house resources can run short, so efficient capacity building is essential. When you establish a Launch Academy, you have a powerful way to build effective launch teams and institutionalize launch excellence in your organization.

# **360 Emerge: Maximizing Launch Impact for Emerging Biopharma**

NIIT's 360 Emerge for Emerging BioPharma (EBP) helps maximize the value of every product launch, every time. A turn-key solution focused on organizational readiness, 360 Emerge supports your go-to-market strategy by accelerating time to market and ensuring maximum penetration and adoption by:



Identifying your organization's behavioral-based needs, including targeted skills and knowledge across functional areas, partners, and customers, with:

- > Aspirations
- > Skill building
- > Experience building
- > Creating launch communities
- > Scaling up



Determining the optimal approach for capability building through a branded Launch Academy that delivers knowledge, skills, behaviors, and processes, through:

- > Establishing a Launch Academy
- Creation of targeted training programs



Designing training programs customized for your organization's needs and strategic goals, including:

- > Content design
- > Choice of format



Structuring rollout of the program smoothly and efficiently across your organization, with:

- > Cross-region execution
- > Brand-specific rollout



Standardizing launch excellence as a company-wide best practice, incorporating:

- > Continuous improvement
- > KPIs
- > Launch champions
- > Refresher courses

Awareness

> Standard HR

• Benefits

Sexual

Harassment

Training

> Cultural



sustainment

| Timeline to Launch Readiness  |  |  |  | N   |
|---|--|--|--|---|
| Define Launch<br>Needs  | Define Capability<br>Building Strategy   | Design Training Program  | Roll out Training<br>Program   | Institutionalize<br>Launch Excellence   |
| R&D clinical<br>Trials  | Review or<br>Submission<br>onths   | Early<br>Commercialization<br>Ionths -6 Mo   | Launch<br>nths Day   | Post-Launch   |
| R&D Systems   | C-Suite/C1 level   | Marketing Ops  | Launch Meeting (Virtual)   | Commercial Ops/<br>Sales  |
| > R&D Training Deck  SOPs/Process Documentation  Compliance Clinical Train Information  > Disease state materials | > Cutsource > Learning Strategy  Medical Affairs > KOL Presentations > Disease State Materials > Patient Portals  Marketing > HCP Portal > GTM Strategy > Collateral  IT > LMS > Systems > SOP/Process | > System > SOP/Process Documentation  Commercial Ops/Sales  > LMS > Onboarding > Disease State Modules  > Analytics & Targeting Information  Medical Affairs  > HCP Training  > MSL Onboarding | Commercial Ops/Sales  > Onboarding  > Product Information  > Selling Model  > Selling Skill  > Verbalization and Roleplays  > Certification Market Access Patient Services | > New Hire > Sales Enablement > Coaching > Leadership and Development  HR > New Hire > Organizational training > Soft Skills (non- commercial > Leadership and Development > Performance Modeling  Patient Services |
|   | HR   | CLM  |  | > New Hire  Marketing   |

> Leave Behinds

> 21 CFR, Part 11

Compliance

> Global Drug

> PV/AE

Safety

## The Right Priorities at the Right Time

360 Emerge enables companies focused on launch readiness to target the right priorities at the right time:



#### Time and Cost

Avoid the overhead of establishing in-house infrastructure by keeping costs variable, avoiding capital investments in technology, optimizing your launch ROI.



### Readiness at the speed of launch

Get rapid deployment and built-in agility to enables your teams to pivot instantly when variables change.



### **Risk Mitigation**

Our focus on compliance will enable you to adapt to a dynamic, regulated environment and be prepared for CIA audits and CRL compliance.



#### **Innovation and Best Practices**

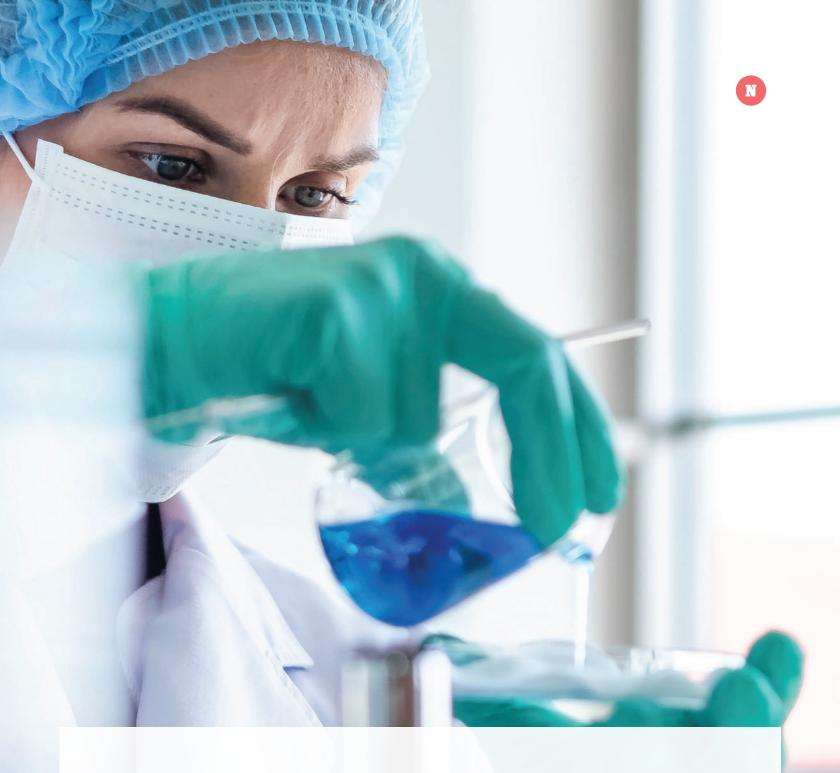
With our focus on innovation and industry best practices, you'll be positioned to get the most from your technology, techniques, and talent.



#### Excellence as a Standard

The core capabilities of your launch will fuel the future of your organization and establish excellence as the benchmark for launch readiness.





Our unique consultative approach and proven methodology has helped companies worldwide launch products successfully for the past four decades. Our capabilities can help you scale while driving productivity, with in-house technologies and services that promote true, organization-wide enablement.

To ensure maximum ROI and a successful launch our robust, best-in-class global insourcing model is designed to deliver quality strategic and tactical plans and high-impact deliverables, quickly and more cost-effectively. We've even developed innovative training methods to help you navigate launch during a global pandemic, ensuring critical focus on HCP and patient engagement.



## Exchange Risk for Value with 360 Emerge

You only have one chance at a successful launch, and we'll position your team to deliver the outcomes you need from lab to launch:



#### Over 90% adoption

We change what people do—not just what they know





An average of 50% consolidation of your existing curricula

We eliminate redundancies, overheads, and duplication



## Productivity gains of 25% or more

We shift the focus from usage-driven goals to productivity-driven goals



## Time-to-competence increases of 33% for new hires

We offer a clear, milestone-driven onboarding program



## Field effectiveness increases of at least 10%

We empower learners with the right mix of skills, tools, and beliefs that optimize results

Get the power of 360 Emerge: The end-to-end, productivity-focused way to maximize launch readiness.

Reach out to our team of launch readiness experts at **lifesciences@niit.com** today for a free consultation.



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