

CASE STUDY

Simulating launch to ensure access and strong first impressions

Nuvera
Inizio Engage



Overview

Client: Pharma manufacturer launching their first large-scale specialty patient support program

Situational Context: Substantial new investments in programs, technology, field teams and internal platforms with notable sophistication in data and digital hand-offs

Topics: Product launch, digital, patient support, systems

Client Testimonial

"The level of sophistication in this launch simulation allowed us to go deep into our technology, process and training to uncover opportunities, but also feel confident in our plan"



Client Challenges

- Marginal confidence in end-to-end functionality given timelines and new technology
- First launch into highly competitive therapeutic area
- Knitting together a broad scope of digital solutions with high-touch patient case management
- Heightened focus on costs given market economics



Project Objectives

Goal: Conduct an end-to-end testing exercise across numerous stakeholders to gauge the collective execution and delivery of the patient services ecosystem



Project Approach



Document the end-to-end flow and desired experience at each service milestone



Creation of scenario guides and training of "actors" to play numerous roles



Execute simulation over three days to identify strengths and prioritize areas of opportunity



Outcomes

21 scenarios

Including 60 actor participants

Areas of Opportunity

Grouped within customer experience, technology/data, operations and communication

8 suppliers

End-to-end execution from enrollment to data outputs

Increased Confidence

Emphasis on where plan was working and prioritization of short-term pre-launch corrections

For more information, check out our website:
nuveraconsulting.com

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