

Early Planning that Fuels Downstream Market Access Success

THE CHALLENGE

Stratenym was approached by a client with an early pipeline drug. They had a target product profile (TPP) but were interested in doing a deeper dive into the literature to understand the treatment landscape and unmet need.

THE STRATENYM SOLUTION

Stratenym conducted extensive targeted literature research and delivered a comprehensive spreadsheet detailing all of the relevant publications along with key points from each. From there, we were armed with the foundation to build an informative Landscape Assessment slide deck. Along with key information on disease burden, we provided a strategic analysis of the treatment landscape and highlighted the key opportunities and threats in the marketplace.

THE SUCCESSFUL OUTCOME

This research and strategic guidance formed the foundation of the pharma company's early planning initiative and set them up for the next steps in their US market access plan.



“It’s been a pleasure working with you and we look forward to more adventures with you in the new year.”

GET IN TOUCH

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