

Preparing for the unknown during a product's launch

Today's launch environment is one filled with disruption, uncertainty, and added pressures. While much of this is out of one's control, preparation does not have to be. Scenario planning is essential to ensure teams have the confidence to navigate inevitable changes – such as clinical trial delays, regulatory uncertainty, and competitor activity. As teams incorporate scenario planning into their launch readiness preparation they should:



Identify scenarios & assess risk

Take a broad and comprehensive look across all workstreams to assess the level of risk and likelihood of various events taking place, such as label and data inclusion scenarios, regulatory environment changes and different filing pathways, portfolio product prioritization, data readouts, and competitor activity.

1

Pressure test scenarios & their impacts



Focus on scenarios with the greatest degree of risk to the launch – evaluate their impact on launch strategy, customer engagement and other possible outcomes. Remember to take a cross-functional view and ask a lot of questions. For example, what if our competitor's product is approved earlier or ahead of our launch?

2



Build action & response plans

Create action response and advocacy plans to compliantly influence outcomes to quickly adapt and minimize impact. Provide clear direction to all cross-functional team members to avoid paralysis or panic as the identified inflections points occur during the launch journey.

3

Continuously monitor & refine plans



Monitor the landscape to refine scenarios and plans as new information develops. Embed scenario planning into cross-functional workstreams so new risks can be surfaced at regular launch planning meetings. Ensure updated plans and resource needs are communicated to stakeholders and leadership.

4



Communicate as situations occur

Inform key stakeholders of any events or changes that take place. Confirm everyone is prepared to execute action plans and prepare contact lists as well as draft communications for certain scenarios in advance.

5

Invest the time now to embed scenario planning into your launch readiness planning to help avoid reactively scrambling and risk poor launch execution.

To learn more about how Vynamic helps launch teams effectively prepare for inevitable changes – please reach out to our Product Launch Practice Leads, Ashley Stanley and Brian Stamm.