

Preparing for the unknown during a product's launch

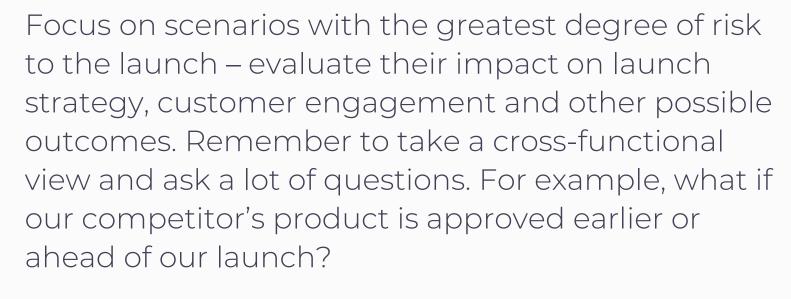
Today's launch environment is one filled with disruption, uncertainty, and added pressures. While much of this is out of one's control, preparation does not have to be. Scenario planning is essential to ensure teams have the confidence to navigate inevitable changes – such as clinical trial delays, regulatory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



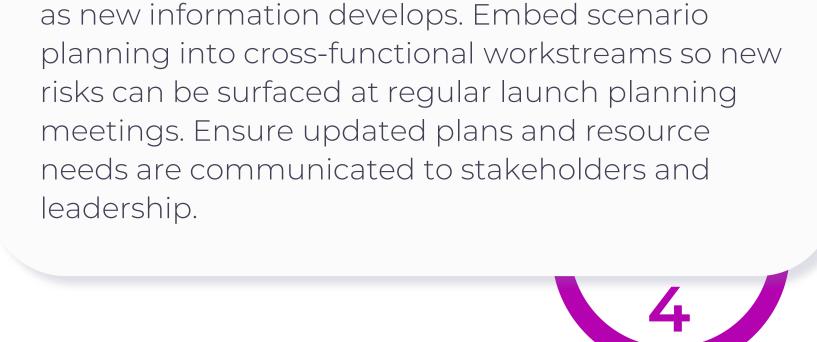




Create action response and advocacy plans to compliantly influence outcomes to quickly adapt and minimize impact. Provide clear direction to all cross-functional team members to avoid paralysis or panic as the identified inflections points occur during the launch journey.

response plans

Continuously monitor & refine plans



Monitor the landscape to refine scenarios and plans



execute action plans and prepare contact lists as well as draft communications for certain scenarios in advance.

launch readiness planning to help avoid reactively scrambling and risk poor launch execution. To learn more about how Vynamic helps launch teams

Invest the time now to embed scenario planning into your

effectively prepare for inevitable changes – please reach out to our Product Launch Practice Leads, Ashley Stanley and Brian Stamm.