



Pharma Partnering

Business Partners On Demand

Case Study 6 – Launch Excellence Start-Up

Client

A recognised leader in their therapy areas, this client needed to pull together disparate working practices across functions whilst not losing any momentum in their imminent launch pipeline.

Brief

Working as a true partner, help build out the client's launch framework and associated capabilities. Configure, deploy and adapt a digital platform to embed their launch framework and workflows. Scale the capabilities as adoption grew leading to a global uptake and associated functional and brand synergies.

Solution

Part “light touch” consulting and part digital platform configuration, the launch excellence journey was facilitated and supported from its inception through to the global adoption. New Business Units were trained and supported throughout, with their specific nuances being accommodated and best practices shared throughout.

If you are interested in working with us or have any questions, you can get in touch by emailing us at info@pharmapartnering.co.uk or by calling +44 (0) 7887 686392 or +44 (0) 1622 814792

Pharma Partnering
2 Jubilee Cottages
Lees Road
Laddingford
Maidstone. Kent. ME18 6DD

+44 (0) 1622 814792
+44 (0) 7887 686392

info@pharmapartnering.co.uk

