

Building Commercial Excellence for Emerging Biopharma

IQVIA partners with a well-established generics company to accelerate a commercialization strategy for a branded product in an established market

Situation

In 2023, a pharmaceutical company focused primarily on the generics space acquired a launch brand in a heavily competitive market. The company had limited experience with branded products. As they acquired the branded asset and with limited budget, they needed to quickly establish U.S. commercial capabilities within a short period of time.

Challenge

The challenge was multifaceted. The acquired product featured a novel delivery system that changed the paradigm for traditional delivery after decades. While novel, the product required education for Healthcare Providers (HCPs) and patients on its unique benefits in a well-established competitive market. The company needed to engage an HCP audience and patient population in a different and unique way while building a smaller, focused field force to compete through alternative marketing channels against a rival with a much larger sales force and marketing spend. They also faced complex market dynamics with pediatric and adult indications, as well as formulary and pharmacy benefit manager contracting challenges. The leadership team recognized the need for a partner to help them identify strategic priorities and maximize limited resources.

Solution

Enter IQVIA which stepped in as a strategic partner to design and deploy a complete commercial organization from the ground up. Understanding the company's budget constraints, IQVIA proposed a right-sized



approach that delivered results within those parameters. The comprehensive solution included field teams, supporting technology platforms, therapeutic strategic insights and expertise, as well as innovative ways to connect with the right stakeholders at the right time.

IQVIA also supported the company in addressing revenue management complexities associated with optimizing gross-to-net pricing, navigating government pricing, and managing the copay program to ensure seamless patient support and compliance operations. The partnership relied on a structured communication and governance framework. The IQVIA team maintained frequent in-person visits and provided responsive service and communication, reinforcing their commitment to the partnership.

When the company expressed interest in expanding the partnership to promote their over-the-counter asset, IQVIA added a sales team, reflecting growing confidence in the collaboration.

Results

The results were impressive, IQVIA rapidly deployed an end-to-end commercial infrastructure, setting up and launching the entire organization with an accelerated timeline. This included the required onboarding, pre-launch analytics, data feeds and platforms, as well as strategic and deep therapeutic expertise. The sales organization continued to deliver on agreed-upon expectations, leading to an expansion of the sales force and increasing awareness and market share of their branded product.

A proactive continued sales effectiveness analysis identified insights that led to new market opportunities and several new high-potential HCP targets year after year.

The customer's willingness to expand into new therapeutic areas and add headcount underscores their growing confidence in IQVIA's guidance.

"We genuinely appreciate [IQVIA's] valuable insights, your responsiveness, the pace in moving things along, and always providing a solution. You have always leaned in with your expertise and offering solutions to exceed our needs and expectations. You have been patient and graceful as we set an ever-changing pace. Thank you for being a great resource to [our] team."

— Sr. Pharmaceutical Company Executive

The success story illustrates IQVIA's ability to serve as a complete commercial partner for emerging biopharma companies, driving commercial success despite budget constraints.