

Oncology Field Sales Team for Emerging Pharma Company

Case Study #01P-004-ONC

Client:

Emerging pharma company with oncology focus

Product:

Legacy oncology product acquired and relaunched; indicated for prostate and acute myeloid leukemia (AML)

Objectives:

- Build foundation for planned new product launch of oncology product indicated for pancreatic and non-small cell lung cancers (NSCLC)
- Develop and strengthen relationships with key specialists
- Relaunch legacy oncology product while staving off decline in sales

Challenges:

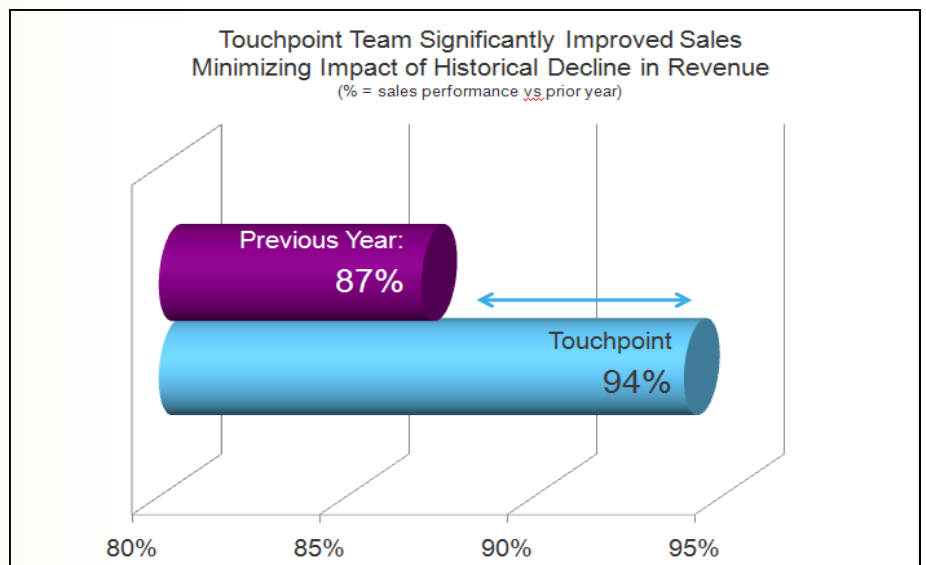
- Company lacked internal infrastructure and resources for successful commercialization
- Timing was tight to launch and stabilize legacy products (120 days)
- New product approval and timing was uncertain

The Touchpoint Selling Solution:

- Provide outsourced expertise to enable immediate commercialization and pave the way for a highly successful new product launch, including:

- Recruiting
- Training
- Performance management
- Operations
- Compliance

Touchpoint Solutions Oncology Team Significantly Staved Off Sales Decline



Sales Results:

- Publicis Touchpoint Solutions achieved substantial deceleration of historical sales decline within 3 months with significant and sustained results at 9 months (94% of prior year's revenue vs 87% compared to previous year before relaunch with Touchpoint)

Structural Results:

- Client added a second product (palliative mucositis agent) to the Touchpoint team's promotion portfolio based on the strong results at month 3 of the relaunch
- Client rolled over Touchpoint oncology team earlier than anticipated (at 9 months) based on:
 - Highly successful relaunch of legacy oncology product
 - Superb foundation Touchpoint team built with key targets in preparation for new product launch

For more information, call Business Development at 866.616.4777 or eMail us at Impact@TouchpointSolutions.com