

**Nautilus  
Life Science**



***Life Science Consulting  
with  
Competence, Experience & Passion***

# Premium Consulting in four Critical Business Areas



**Nautilus  
Life Science**

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**Nautilus Life Science  
Marketing Consulting**



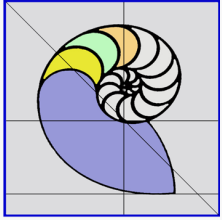
**Nautilus Life Science  
Launch Readiness**



**Nautilus Life Science  
Portfolio Excellence**



**Nautilus Life Science  
Epidemiology & Market Access**



**Nautilus Life Science**  
**Launch Readiness**

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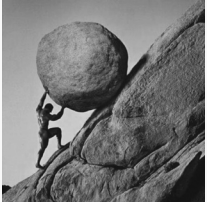
## Overview

# Launch Readiness Framework



# Challenges & Opportunities: Implementing a successful & competitive New Product Launch

## Challenges:



- Departmental boundaries leading to sub-optimal cross-functional Alignment within Launch Preparations for New Products – and slow Market Uptake
- Dis-alignment of critical Functions (Marketing, Medical Market Access, Sales) leading to sub-optimal impact of Launch Campaigns for New Products

## Opportunities:



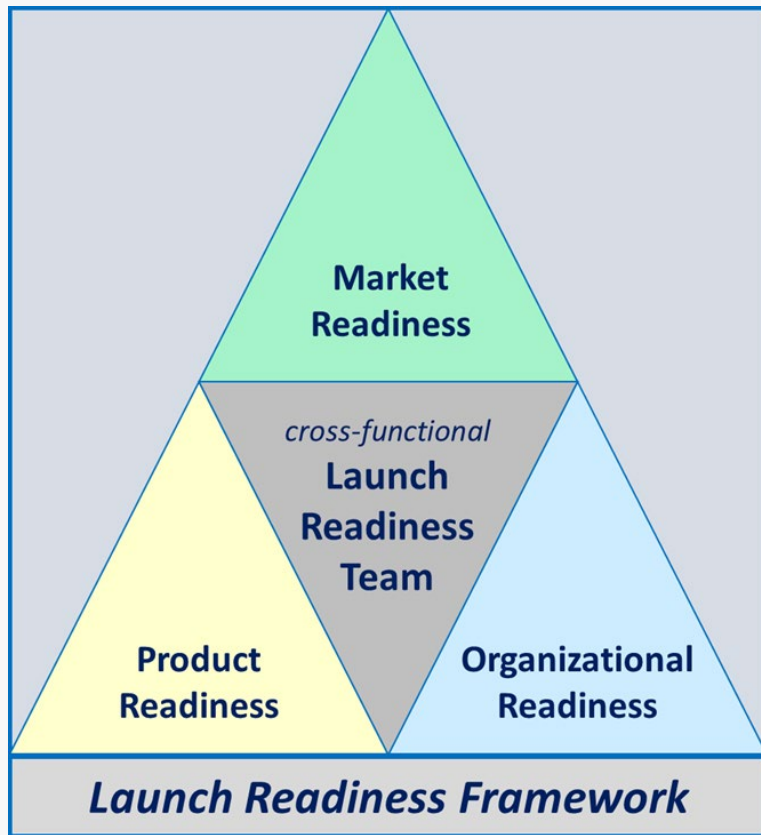
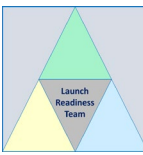
- Faster Market Uptake through Product-, Market- & Organizational Readiness
- All customer-facing functions (Marketing, Sales, Medical, Market Access, Customer Service, PR) are aligned re. Product Value Proposition, Product Differentiation, Positioning, Key Messages and Value Story at Launch of a New Product

## Our Solutions:



- Our Launch Readiness Framework provides structured Processes & Project Management Tools to effectively lead cross-functional Launch Teams
- We provide Expertise & Learnings from the Lead of numerous cross-functional Launch Teams in several countries and at Regional & Global level

# Launch Readiness Team for a successful & competitive New Product Launch



## The Launch Readiness Framework:

- Tools & Processes for cross-functional Launch Readiness Teams
- Ensuring Integration of Market- & Product- & Organizational Readiness for successful & competitive New Product Launches

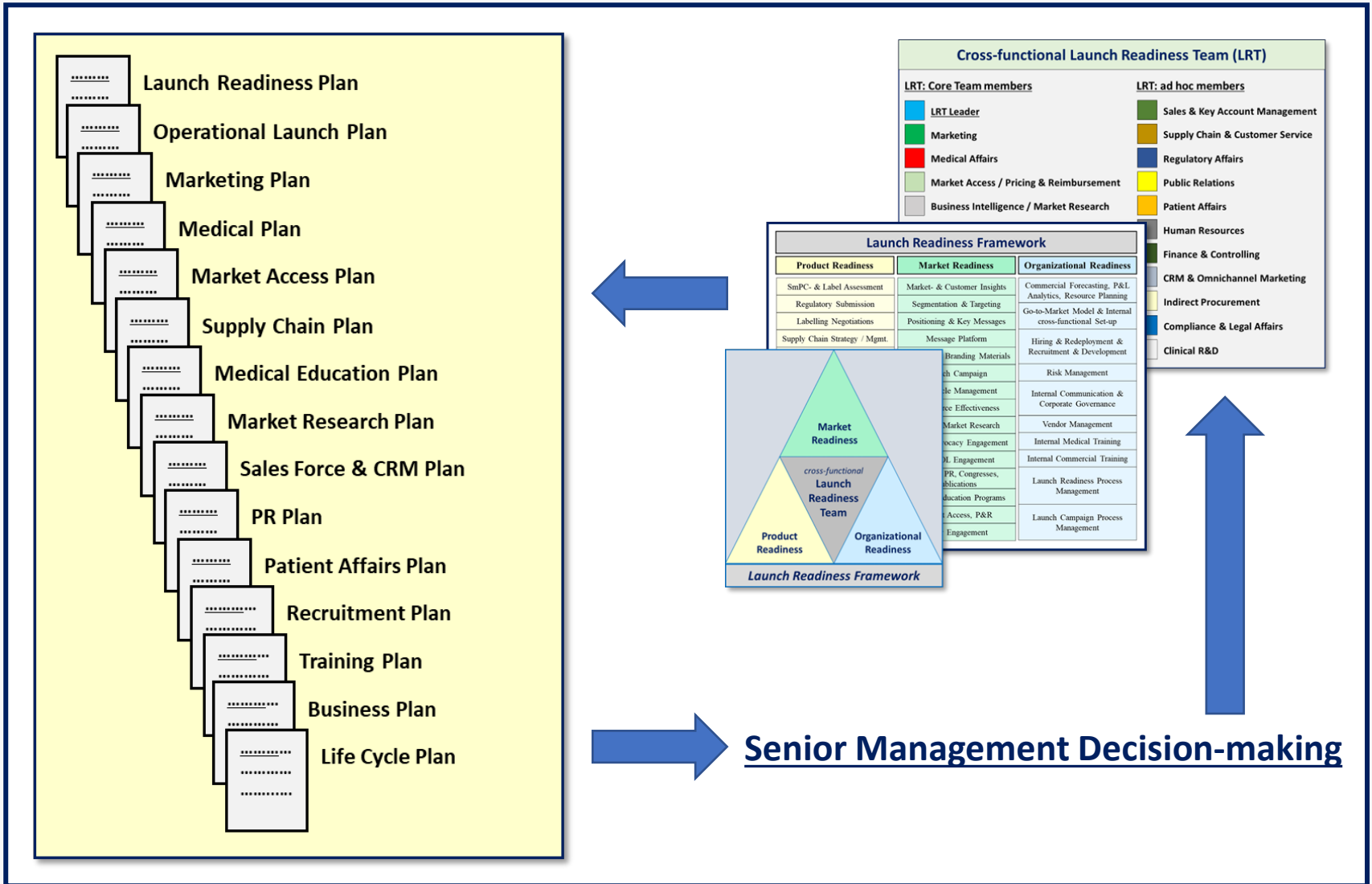


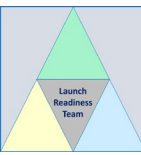
# Our Launch Readiness Framework: Managing Complexity

Launch Readiness Framework		
Product Readiness	Market Readiness	Organizational Readiness
SmPC- & Label Assessment	Market- & Customer Insights	Commercial Forecasting, P&L Analytics, Resource Planning
Regulatory Submission	Segmentation & Targeting	Go-to-Market Model & Internal cross-functional Set-up
Labelling Negotiations	Positioning & Key Messages	Hiring & Redeployment & Recruitment & Development
Supply Chain Strategy / Mgmt.	Message Platform	Risk Management
Pivotal Trials	Branding & Branding Materials	Internal Communication & Corporate Governance
Ph-IIIb/-IV Trials	Launch Campaign	Vendor Management
Real World Evidence Trials	Life Cycle Management	Internal Medical Training
Cost-Effectiveness Model	Sales Force Effectiveness	Internal Commercial Training
Resource Utilization Model	Primary Market Research	Launch Readiness Process Management
Budget Impact Model	Patient Advocacy Engagement	Launch Campaign Process Management
Value Dossier & -Submission	EE-/KOL Engagement	
	Medical PR, Congresses, Publications	
	Medical Education Programs	
	Market Access, P&R	
	Payer Engagement	

- Hands-on Tools & Processes for cross-functional Launch Readiness Teams
- Ensuring Integration of Market- & Product- & Organizational Readiness for successful & competitive New Product Launches
- Ensuring professional Lead & Management of the Complexity of New Product Launches

# New Product Launch Planning: Ensuring organizational alignment across Functions





# Launch Readiness Team: Activate the Power of cross-functional Teamwork

**We have extensive hands-on experience in the Lead of cross-functional Launch Readiness Teams:**

- *across a wide range of Therapeutic Areas (Oncology, Immunology, Pain Management, Diabetes, Psychiatry, Neurology, Rheumatology, Gastroenterology, Dermatology, Infectious Diseases)*
- *at National, Regional & Global level*

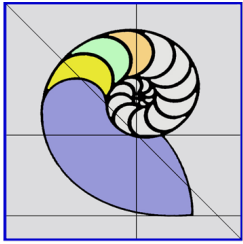
**We offer cost-efficient Interim Assignments** for Project Management Office (PMO, 6 mths+) to ensure the complexity & continuity of all required tasks are professionally covered



**Senior Management Decision-making**







## Nautilus Life Science



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*Working hard for your success*