

Commercial Launch Partnering Solutions

Take Charge of Your Product's Potential



The Solution That Helps Maximize Value – and Control

Biotech companies often pin their products' market hopes on one of two strategies. On one hand, licensing to another pharma company may offer immediate commercial muscle but hands over control to a partner that may not share long-term interests. On the other hand, building a commercial infrastructure from scratch can allow you to retain full ownership but entails considerable time and operational risk.

Quintiles offers a solid option that allows you to maintain strategic direction of your asset while maximizing its commercial potential. With a comprehensive range of proven commercial services, we can tailor the right solution to help launch your products in any global market. So you can access the capabilities and deep experience of a trusted partner – without committing to increased permanent headcount or fixed costs. Seize control of your future with increased flexibility and minimized risk.

Preserve Your Capital and Your Brand

Partnering with Quintiles, a leading commercial outsourcing provider in the industry, allows you to focus on your core competencies in clinical discovery and development while adding or subtracting specialized resources right when you need them. For growing companies, this model increases your financial flexibility by reducing the chance you're investing in infrastructure that may not align with future goals.

Plus, just as you have strategic control over the integrated teams, you also maintain your corporate identity, operating under your own name with your own marketing direction.

A leader in launch experience, we've supported the launch of more than 100 products and 25 new companies in the US and Europe.

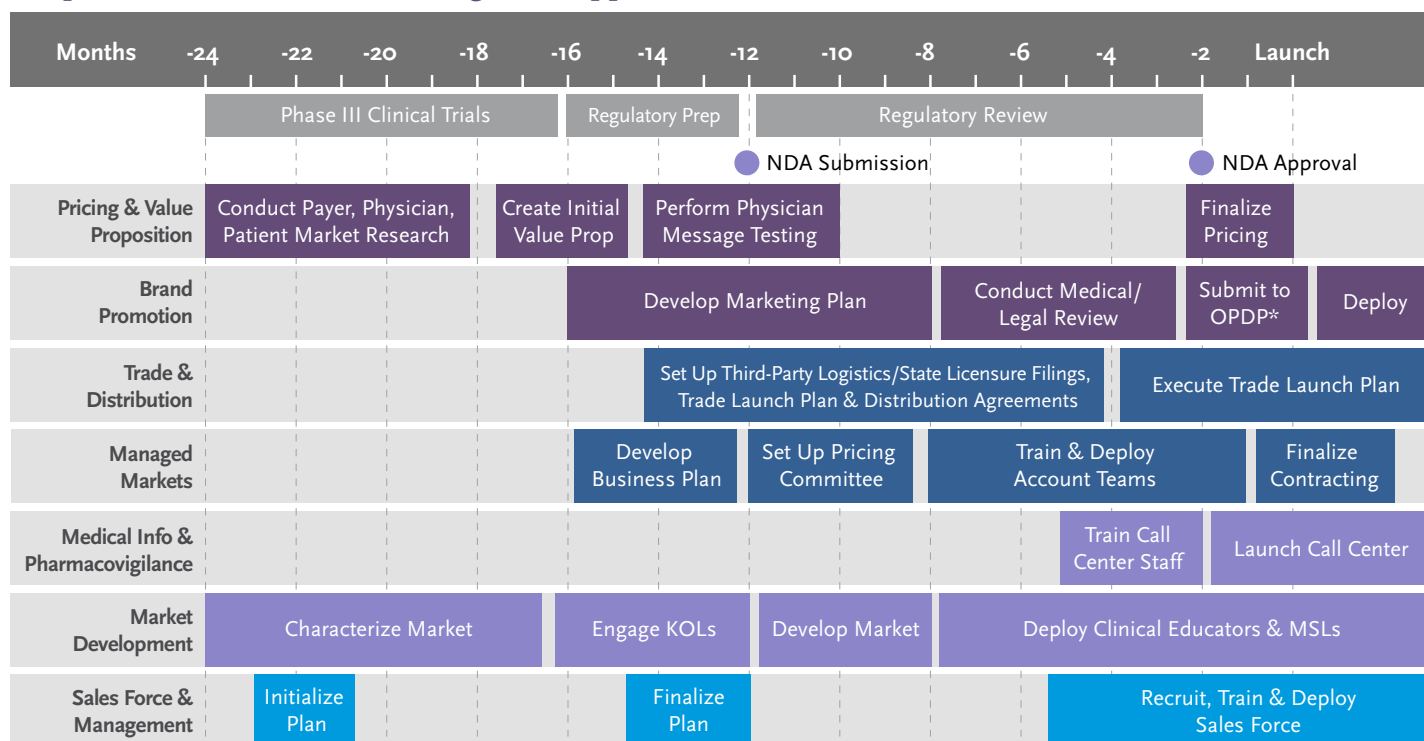
Once the partnership has achieved its objectives, you have the option to incorporate the infrastructure into your own organization to promote additional pipeline assets. The ultimate result? Many companies that have commercialized an asset themselves – with Quintiles as a strategic partner – were subsequently acquired at a significant value lift.

The Right Resources at Every Step

Guided by your priorities, we help you drive successful commercialization with a complete lineup of services. From upfront strategic planning to tactical execution, we can accurately assess the gaps in your capabilities – then rapidly fill them with highly skilled marketers, medics, regulatory experts and sales leaders. Seamlessly integrating our teams with yours, we offer:

- > Sales Force and Management
- > Marketing and Brand Management
- > Medical Affairs and Scientific Services
- > Regulatory Reporting and Support
- > Market Access, Managed Markets and Reimbursement
- > Medical Science Liaisons and Clinical Educators
- > Late Phase and Observational Studies

Prepare for Launch with an Integrated Approach



*Office of Prescription Drug Promotion

A Proven Program for Launch Success

Drawing upon the latest launch insights and Quintiles' experts, we can fully customize a market entry strategy that identifies your key challenges and priorities, then allocates the right resources to fast-track launch. Our launch planning program, Allume®, supports cross-functional decision-making through an intuitive web-based planning platform that includes timelines, task lists, responsibilities, status reports and a progress tracker. So you can be confident that a streamlined flow of interdependent activities has been set in motion before launch to optimize the strategic roll-out of your product across geographies.

Select the Strongest Path Forward

Why give up control of your intellectual property or go it alone when you have a better choice? Quintiles' holistic offerings and innovative methods can help optimize your operations now – and your product's value in the long run. Contact us today to learn how.

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Case Study

Partnering to Power Market Entry

Challenge

Sobi, an emerging Swedish biopharmaceutical company, planned to market three newly licensed drugs in Canada and two in the US. To enter these unfamiliar territories, the company needed to quickly access commercial infrastructure and dedicated teams it didn't have time to build on its own.

Solution

Providing local market knowledge and industry-leading expertise, Quintiles formed a collaborative partnership with Sobi that provided tailored cross-functional staffing and resources. From brand strategy and forecasting to regulatory, marketing and distribution, we recruited a 20-member Sobi-integrated team – including developing, training and fielding a dedicated sales force – to effectively commercialize the products.

Results

Sobi reversed the three brands' flat-growth trend to achieve consistent double-digit sales increases. After project completion, the company took control of the Quintiles-built infrastructure to establish a wholly owned subsidiary in North America.

