



A SECOND-TO-MARKET SUCCESS

How a data-driven access strategy and competitor benchmarking led to launch excellence



Among pharma manufacturers, those who are first to market might enjoy a certain cachet, but coming in second can still lead to success with the proper planning and launch strategies.

At a midsize biopharma company, maximizing the advantages of being second to market within a niche therapeutic area was key to launch success.

SCENARIO



When the company's leadership team was preparing to launch their drug, they knew that they were following in the footsteps of a first-to-market competitor—the only other product approved for this specific indication, which went to market several months earlier. The team wanted to make sure that their product received parity coverage or better and wasn't relegated to a higher co-pay tier or stuck with cumbersome step edits.

"We knew we had to measure ourselves against a first-to-market competitor launch to make sure we were pacing at or ahead from an access perspective," said the company's head of market access. "And even though both products are for the same indication, there are differences in the safety profiles and dosing. We had to make sure it was understood that they're not the same product and ensure that access was open for our new product."



SOLUTION

As they embarked on launch planning, the leadership team decided to engage with a new pharma solutions provider.

The company turned to MMIT instead, and together they developed a three-pronged approach for monitoring payer uptake and tracking access against a leading competitor. First, the company implemented MMIT's [Analytics tool](#) to help track shifts in coverage and payer policies and identify opportunities to increase access. By using the tool, the account directors were able to target specific accounts with additional messaging around the brand's safety and efficacy data, ensuring that payers had a clear understanding of their product's value.

"With Analytics, we could see where we were gaining traction and where we weren't. This enabled us to have deeper discussions and more touch points with payers that were lagging."

Second, the account team leveraged MMIT's [Surveillance offering](#), which alerted them in real time when there were changes to access that might impact brand performance. These alerts allowed the account directors to take immediate action—such as rethinking their contracting strategy or reprioritizing

key account activities—to stay on track with their launch goals. With Surveillance, account managers were able to focus on their payer relationships and on executing strategies to improve access as opposed to digging through payer websites to find coverage details.

And lastly, the third component involved above-and-beyond levels of training. Both MMIT and the biopharma company knew that in order to succeed, the account team needed to fully leverage Analytics and incorporate the tool's insights into their day-to-day work.

"We took a custom approach to training the client team," said MMIT Client Success Manager Amy Wilson. "We knew it was important that each account manager felt fully empowered to use our tool every day and really own their territories, so we made sure they had the right amount of training."

The company's head of market access agrees. "It's been super easy to transition to this tool and teach people how to use this data to inform a discussion. It has just been so far superior to other products that we've used in the past—both the tool and the customer service."



SUCCESS

Now, more than six months post-launch, the brand's patient access is pacing similarly—and in some cases better than—access to the competition, and the leadership team believes MMIT's partnership meaningfully contributed to their success.

"We're connecting access in ways we've never done before to drive performance," said the company's head of market access. "It's just been a breath of fresh air between MMIT's training, the quality of the tool, and the amount of insights that are generated. The connection between us and MMIT has been critical."

With this latest product launch behind them, the company is looking ahead to future indications and product launches in the pipeline.

"I've been in market access for 10 years, and we've talked about a lot of these things and tried to think them through but without success," said the head of market access. "MMIT has really helped us report timely info and react very quickly. I wish we had [MMIT] when we launched our previous brand two years ago."

Want to track market access across pharmacy and medical benefits for your brand and your competitors? Learn how **MMIT'S ANALYTICS SOLUTION** solution can help.