



Faster to market with best label to maximize revenues



Business Challenges

Project Management - Delays in Time to Market

- Regulatory filings, Difficulty in tracking milestone status (e.g. Date of filing Post PoC)
- Poor visibility of cross functional task status
- Lack of clarity of issues and risks in achieving project timelines

Marketing - Quality of Launch Executions is Sub-optimal

- Inadequate cross functional collaboration is affecting the quality of execution for marketing programs
- Poor physician awareness and missed opportunity to try the agent in the clinic
- Difficulty in getting cross functional buy-in into launch strategy

Market Access - Difficulty in Achieving the Best Price from Payers

- Payer evidence needs are not factored early enough into clinical development programs
- Payer and formulary submissions are not resulting in best prices from payers
- Delays in payer and formulary listings

Supply Chain – Launch Lead Times Not Managed Properly

- Insufficient launch stock supply
- Supply organization not involved early enough in the launch
- Artwork for packaging not managed in a timely manner

Product Capabilities

Iris Launch Management combines an unrivalled set of capabilities that empower global, regional and country level teams to achieve excellence in planning and executing launches. It provides:

Crystal Clear Visibility for

- Milestones, KPIs and deliverables for the launch program across all geographies
- Critical information and key decisions made with appropriate stakeholder input
- Real time visibility of timelines, documents, bottleneck issues and risks for quick resolution

Seamless Cross-Functional Collaboration with

- Program and Project level schedules with tasks streaming to individual team members
- Meeting minutes and their tasks also assigned to individual team members
- Document collaboration through highly intuitive RASCI based workflow

Streamlined Processes with Project Workspaces, Document and Timeline Templates

- Building the Brand - through projects to manage clinical trials, medical education and communication campaign projects
- Developing the Market - through projects to engage KOLs, manage regulatory submissions and market research
- Achieving Maximum Market Access - by building Value Demonstration Plans early, managing payer and formulary submissions

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Benefits for All

Faster Time to Market

- Bringing a launch forward by even a week can result in millions of additional revenue and early mover advantage

Best Label

- Wider coverage across payers, patients and physicians leads to greater market share

Best Price

- ROI and revenue maximized



Why Iris

✓ Launch Excellence framework tailored for the biopharmaceutical industry	Evolves as your processes improve
✓ Manages the entire lifecycle	From proof of concept to launch and beyond
✓ Iris Launch Management software enables Launch Excellence	Launch Excellence framework includes the pipeline, program and individual product launch management
✓ Comprehensive Framework	Covers processes for launching New Molecular Entities, Line Extensions and Pack Change
✓ Easy to use	Intuitive and user friendly – training less than 1.5 hours
✓ Demonstrable ROI	Pays for itself in a few months
✓ Enter information only once	Links to other Iris modules and your systems

Faster to Market, Higher Sales, Stronger Brands

Contact our team to organize a demonstration on 1 215 809 2011 or at info@irisinteractive.com



Winner - Inspiration Award for "best of the best" ICT innovation
 Winner - e-Health Award
 Merit - Industrial Applications Award

PRIME Awards

Finalist
 Marketing Innovation Award

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