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## **Launching Products into Managed Care Markets**

### **New Value Creation and Life Cycle Analysis Models for Managed Care Markets**

When launching products and developing new brands, pharmaceutical companies spend a huge amount of time and money obtaining “new prescriptions”. The cost is even higher, and returns more risky, when it is the second, third or even fourth product in the market. Since these costs and risks are practically unavoidable, it is crucial to develop and deliver value messages which address the needs of two managed care customers: physicians and payers. Creating accurate, compelling messages for both types leads to faster product uptake and higher sales over the life of the product. Inadequate or poorly delivered messages lead to poor prescription experiences and falling short of sales forecasts. New analytical models help ensure you do it in the right way.

To develop valuable messages, start with the absolute belief that you must fully understand and meet the diverse needs of each customer in your customer mix. For example, if you understand that certain physicians absolutely must have a great experience with the first prescriptions they write, then that will drive you to gain adequate reimbursement support for the product. It will also drive you to ensure that the messages are appropriately delivered in each and every physician-representative discussion.

With that as a basis, you then need to develop strong specific “value messages” for payers-as-customers. While these messages will have a number of components, one must account for and address the difference between gross pricing, as in WAC or AWP, and net pricing (net of contracted discounts).

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**If you would like to share your experience in these issues, or discuss how you can ensure a successful product launch, send an email to [rkefer@tcgbiopharma.com](mailto:rkefer@tcgbiopharma.com).**

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