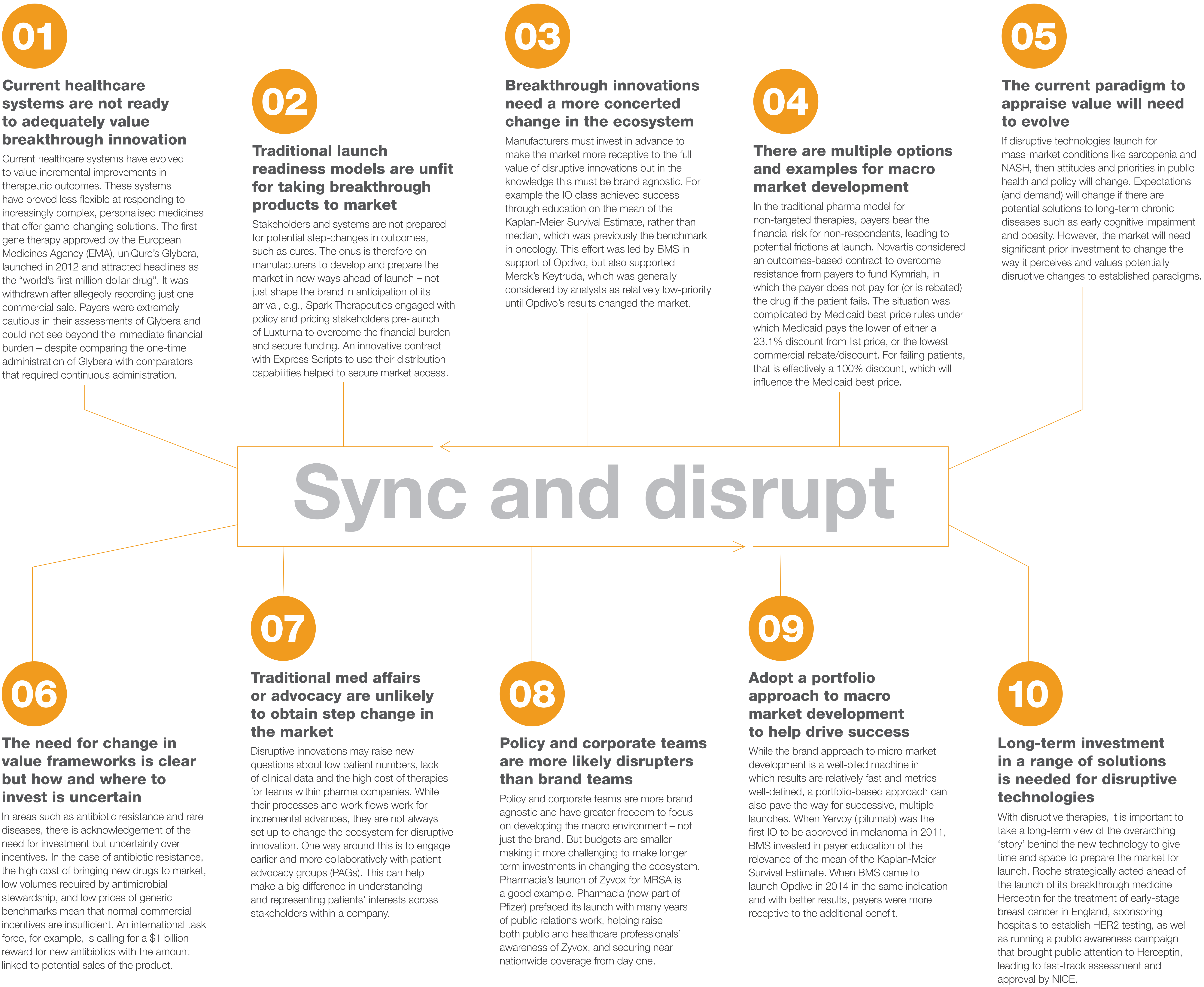


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Introduction

Significant innovations in healthcare often require new ways of thinking to recognise their true value. It is the responsibility of the pharmaceutical industry to help drive change that can match healthcare spending to the most valuable innovations. Here we assesses the challenges facing industry in preparing for innovation by synchronising long-term investment in the broad policy environment with shorter-term market access strategy ahead of brand launch. This is especially important for disruptive therapies because the policy environment needs to be ready for a paradigm shift. To understand what drives success in brand, policy and market alignment for innovative new therapies, we conducted discussions with experts in the field (n=12). The aim was to identify common themes, examples of good practice, and lessons for companies as they bring new generation innovations to market. We have distilled our findings into 10 lessons for aligning policy and branding in market-shaping activities for breakthrough technologies. We propose strategically integrating within the drug development process additional key steps that will ensure synchronisation of market-shaping activities. Early in the process, researchers, developers and marketers will need to form a consensus of what is possible and how much time and investment it may take.



Conclusions

The pharmaceutical industry is still learning how to prepare existing healthcare systems for the arrival of the latest generation of more personalised medicines with the potential to disrupt current concepts of value. The best advice is to synchronise brand, franchise and policy initiatives early, work collaboratively across industry, patients and healthcare stakeholders, and follow a few simple best practices to prepare the market in advance for what promises to be the arrival of a new set of disruptive game-changers.