Pharmaceutical New Product One-Page Strategy Document

STRATEGIC DRIVERS:

ILLUSTRATIVE

Establishment of NAIs as the standard of care for Influenza treatment and prophylaxis

Rapid Development and Registration in Major Markets

Launch in Major Markets

OPERATING STRATEGIES:

Develop Thought Leaders and Advocacy Groups Develop Optimal Commercial Strategy Define Differentiating Factors Optimize Clinical Development Plan Develop and execute Health Economics and Pricing Strategy

ACTION PLANS:

- Establish Advisory Boards
- Develop Publication Plan
- Incorporate into treatment algorithms
- Establish
 Partnerships with key
 Associations
- · Exploit FDAMA

- Develop Positioning, Branding and Trademark
- Develop Global Life Cycle Plan
- · Establish resource allocation/ planning
- Evaluate copromotional opportunities

- Primary / Secondary market research
- Perform Opportunity Assessments
- Perform Technology Assessments
- · Define Target Labeling
- Perform competitive analysis / intelligence

- Define clinical endpoint parameters
- Develop registration dossier
- ID diagnostic partners
- Analyze CRO requirements
- Determine timing of prophylaxis indications

- Define parameters / endpoints
- Formalize BI / CI Programs
- · Develop Managed Care Dossier (US)
- Develop Economic Dossier (EU, CFDA)
- · Evaluate QoL components