



Multi market **EU launch**, promotion and distribution

THE OPPORTUNITY

A client with a rare disease product with hepatologic and neurologic indications received EU Marketing Authorisation after a competitor with a similar product. Whilst the competitor had taken advantage of their first to market position there was still the opportunity to have both products in the markets and also to enter some of the smaller EU markets as the first product to be launched. A previous strong presence (over 20 years) across the EU as an unlicensed medicine meant the prescribers were familiar with the product and therefore likely to use again.

THE CHALLENGE

Abacus Medicine Pharma Services (AMPS) needed to analyse the landscape of all EU countries to create a plan which would deliver the following:

- Navigate and manage the country specific pricing and reimbursement systems to launch the product
- Engage with Key Opinion Leaders (KOL) to raise awareness and drive sales
- Provide an efficient and effective distribution network for next day deliveries to all markets
- Continually monitor the market landscapes to create custom-made country strategies to maximise and maintain market penetration
- To achieve all of the above without the need for the client to produce any new market specific packs or handle any Falsified Medicines Directive (FMD) activities for the new markets
- For the client to deliver product only to our centrally located European Distribution Hub

THE AMPS SOLUTION

Following a detailed EU wide market landscape feasibility assessment including competitor analysis, local pricing and reimbursement systems and regulatory requirements, AMPS produced a prioritized market access strategy to launch the rare disease product in 10 EU countries. This strategy was strengthened by a Medical Engagement plan using our own Medical Science Liaison Team and by utilizing the existing packing and distribution infrastructure within the Abacus Medicine Group.

THE RESULTS

- A strong partnership with the pharmaceutical company to work together on the provision of the initial solution and the ongoing strategy and tactics
- KOL relationships established across the EU with **60** specialists with successful hosting of advisory boards, webinars alongside other medical events and one2one meetings
- Over **500** HCPs engaged throughout the program lifespan
- P&R agreement, launch, awareness and sustained sales into **10** EU countries
- Accumulated sales in these 10 “smaller countries” in year 3 of over **1000** packs of this rare disease medicine

THE BENEFITS

With the AMPS solution, a choice was given to prescribers who previously only had one option and value was provided to the healthcare economies by having a competitive environment. Furthermore, appropriate medication was provided to patients to satisfy unmet needs. Ultimately, the solution has provided **better access and better healthcare** to the 10 countries.

OUR SERVICES



Market Access Solutions

Thinking ahead in value demonstration and payer relations



Commercial Strategy

Strategies that deliver on product value



Integrated Medical Affairs

Scientific communication with impact



Supply Chain Management

Delivering where it matters, when it matters



Quality and Technical Compliance

Seamless solutions for quality and technical compliance

To find out more about the case study or our other service capabilities, do not hesitate to contact us