

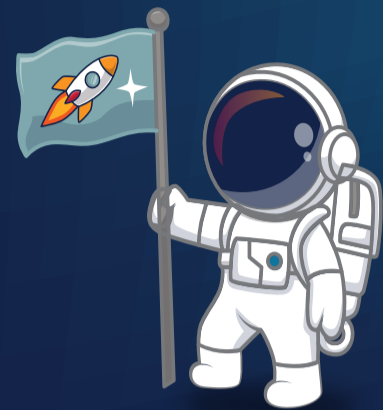
COUNTDOWN TO EU/UK Launch

7 Steps to Success

THE LAUNCH

Eager to explore the vast potential of launching your product in the EU/U.K.? While the mission is challenging, thorough preparations can ensure a smooth route to success.

You get only one chance to launch, and studies have shown that two-thirds of launches did not reach their projected sales. If your launch is suboptimal, only a quarter of companies can get back on track, while most continue to navigate suboptimal skies.



HOW CAN YOU ENSURE LAUNCH SUCCESS?

Launching in the EU/U.K. market requires a strategic approach that encompasses these seven steps. By timing your launch correctly, navigating access processes, assembling robust clinical data, highlighting patient benefits, demonstrating economic value, establishing a pricing strategy and exploring early-access programs, you can maximize your product's potential for success.



7

TIME YOUR LAUNCH CORRECTLY

Timing is crucial. Ensure your launch aligns with market readiness and regulatory timelines.

6

NAVIGATE ACCESS PROCESSES

Understand and comply with the regulatory requirements and market access pathways in the EU/U.K.

5

BUILD STRONG CLINICAL EVIDENCE

Gather comprehensive clinical data to support the efficacy and safety of your product.

4

SHINE A LIGHT ON PATIENT BENEFIT

Clearly communicate the benefits your product offers to patients, improving their quality of life.

3

DEMONSTRATE VALUE IN THE HEALTHCARE SPACE

Gather comprehensive clinical data to support the efficacy and safety of your product.

2

ESTABLISH A PRICING STRATEGY

Note that pricing processes differ across Europe and often occur post-HTA.

1

EXPLORE EARLY-ACCESS PROGRAMS

Consider early access as part of the launch strategy, as it can help preload patient demand at launch.

DISCOVER MORE

Scan the QR code or head to www.eversana.com/europe



EVERSANA is the leading provider of global commercialization services to the life sciences industry. The company's integrated solutions are rooted in the patient experience and span all stages of the product life cycle to deliver long-term value for patients, providers, channel partners and payers. The company serves more than 500 organizations, including innovative startups and established pharmaceutical companies, to advance life sciences services for a healthier world.