

Finding Success Launching A New Molecule for a Rare Disease

Case Study



MAY EXPERIENCE A
SEAMLESS LAUNCH

 **Innomar Strategies**
AmerisourceBergen



The Challenge

How do you launch a new rare disease infusion product in a country where you have never launched a product before? A U.S.-based company with no prior experience in the Canadian market came to us with this challenge.



The Approach

Understanding specific needs

Early on, a cross-functional team was created to support this company with one comprehensive, customized project plan.

Consistent support

Continuity of the project team ensured the company would be in a good position as they built out their Canadian organization.

Patient services

This included a plan to transition Special Access Programme (SAP) patients to the new commercial drug once it received an approved Notice of Compliance (NOC).



The Outcome

A fully integrated, customized solution & seamless Canadian launch, which avoided potential regulatory delays and effectively supported patients, their families and physicians.

Key Insight

A fully integrated service solution offers you access to valuable insights drawn from robust patient data on therapy, physician prescribing, and overall product use across the lifecycle.



At A Glance

Seamless launch of infusion product in rare disease marketplace

End-to-end solution from importation to commercial drug availability

Patient and logistics services fully integrated with Innomar solutions

**Commercializing in Canada can be a challenge.
Expert knowledge helps you avoid delays.
Let us show you how. Call 1-888-420-5457
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