

Finding Success

A Flexible Solution for Launching a New Molecule in Oncology

Case Study



EXPECT HIGHLY FLEXIBLE SOLUTIONS

 Innomar Strategies
AmerisourceBergen



The Challenge

This U.S. company struggled with how to enter the Canadian market and navigate the complex oncology landscape. We provided them with the right amount of flexibility and expertise to launch successfully.



The Approach

Seamless entry into Canadian market

Acted as importer through Innomar DEL to support submission to Health Canada.

Comprehensive market access plan

Optimized the payer strategy and supported reimbursement of oral oncolytic in a timely manner.

Continual support and service

Provided extensive capability to support challenges within the oncology landscape, providing a range of potential approaches. Our support and range of services also helped to keep the commercialization journey moving steadily.



The Outcome

By leveraging our QA and importation services, the client completed Health Canada submissions, which was a critical step in the journey into this new market. Through the support and services of our team, a seamless plan was created to effectively transition SAP patients to a commercial drug post-NOC. Although the client opted to outsource the molecule with another manufacturer, they were able to strengthen and improve their negotiation position through the commercialization steps that were taken throughout our process.

Extensive knowledge and expertise are needed when understanding the process of commercializing in Canada. Let us show you how we can help you navigate the complexity within the Canadian landscape. Call 1-888-420-5457 or visit innomar-strategies.com/contact

Key Insight

Clients can begin the commercialization journey early and adapt services as the oncology space requires and as strategic decisions are made.



At A Glance

Extensive expertise in Canadian oncology landscape and market access

Understanding of market access implications of an oral product

A flexible suite of services to support wide range of regional payer and Cancer Centre needs