



How can you successfully launch and support your product with constrained resources and a limited timeline, while handling potentially conflicting internal priorities?

**The Maxiom Group  
Commercial Launch and  
Marketing Team.**

## Commercial Launch & Marketing Services

Maxiom Group helps life science companies plan and successfully execute the commercial launch of specialized and complex products, and provides ongoing marketing support for these products.

With many years of experience in bringing new products to the market, we assist you in developing comprehensive pre-launch and launch plans including roadmaps and playbooks, while providing insight into market trends and best practices.

Our expertise is in helping our clients through the transformation into a commercial company and in addressing the challenges of bringing drugs and devices to the market. We do this by developing the strategies and tactics needed for success in a rapidly changing marketplace.

*Our team acts as marketing coaches, launch consultants or as adjunct marketing team members to perform specific and targeted work ... with valued experience and know-how, but without the headcount.*

### Case Study

#### Situation

A medium-sized pharmaceutical company in-licensed a late-stage oncology drug in their therapeutic area of expertise. They would be able to expand their current product line and could reasonably address any manufacturing concerns with their new technology. The company was excited about the drug and was looking for a quick FDA approval, launch and revenue generation. However, they were also in-licensing other products, and quickly found themselves resource-constrained for planning and executing a commercial launch.

#### Results

The company contacted Maxiom Group's *Commercial Launch and Marketing Services Team* to help prepare them for the launch of their product in a timely, yet aggressive manner. We worked with them to clearly define their launch assumptions across the organization; develop a commercial launch roadmap and playbook; and manage their launch process successfully.

With the organization engaged and aligned and a comprehensive launch plan in place, the company was prepared for their sales and marketing efforts on time and on target.



# Commercial Launch & Marketing Services

## Our Launch Services

Commercialization of a new drug or medical device requires detailed strategy and planning followed by executing hundreds of discrete activities and tasks.

Maxiom Group helps clients effectively plan, organize and execute a commercial launch by providing the in-depth understanding, insight, and capabilities needed to successfully bring your new products to market. We offer:

- ◆ Keen understanding and insight in commercial operations based upon experience  
*Getting it right the first time (you only launch once)*
- ◆ Disciplined commercialization strategy and planning tools  
*Tried and true methods—no surprises and it works*
- ◆ A cross-functional collaboration and facilitation approach  
*Buy-in across the company—no excuses—just results*
- ◆ Full life cycle support, planning, design and execution  
*A trusted advisor providing “roll up the sleeves” help*

Maxiom Group’s experience and best practices methodology over multiple, successful product launches has helped us create a clear and effective approach—bringing structure and success to the launch process. Our identification and evaluation of risk is an essential ingredient to a successful product launch.

Maxiom Group provides a full spectrum of services to help clients bring new products to market including:

- ◆ Branding, Positioning Strategy
- ◆ Messaging and Research
- ◆ Commercialization Strategy
- ◆ Product Launch Planning and Roadmap
- ◆ Commercialization Playbook
- ◆ Launch Readiness & Risk Assessments

## Commercial Marketing Services

Strong ongoing support of your products can make all the difference between continued success in the marketplace or decreased momentum and share loss.

We can assist you with one-time, part time or ongoing support, in most aspects of marketing—from planning through Life Cycle management and beyond. Our ongoing services include:

- ◆ Business Plan & Strategy Development
- ◆ Product Positioning & Branding
- ◆ Market /Business Plan Development
- ◆ Program Management
- ◆ Market Research
- ◆ Marketing Communications
- ◆ Competitive Intelligence

Our services are tailored to your specific requirements and budget.

## Our Value

- ◆ Reducing time-to-market with a detailed launch roadmap
- ◆ Insuring you haven’t missed important steps
- ◆ Having a detailed plan ready to implement upon approval
- ◆ Increasing market acceptance with HCP’s, patients and payers plans
- ◆ Accelerating revenues without the starts and stops of uncertainty

## About Maxiom Group

Maxiom Group is a leading strategic business and IT consulting firm exclusively serving the life sciences industry. We help transform emerging, established and mature biotechnology, pharmaceutical and medical device companies at each stage of their life cycle by solving mission critical business issues. From development, to commercial launch and to sustained market leadership, Our clients rely on our unique focus, insight, approach and wisdom.



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