



Pre-Launch/ Launch Support Services

Atheln, Inc. is a **multi-disciplinary** life science consulting firm with a broad range of execution capabilities. We cost-effectively tailor the integrated, cross-functional approach to product development and commercialization, practiced by successful life science companies, to the needs of our clients. Our team's hands-on involvement ensures effective planning, execution and management of deliverables. We can work closely with your internal staff, or serve as your **development team**.

Preparing for launch is a daunting task. Competition increases, pre-emptive message and external forces test the product launch strategy and the planning activities grow exponentially. Market research is used to test market acceptance of the product and scientific boards are utilized to maximize adoption within the professional scientific community. Sales force training and compensation plans are created to ensure the appropriate incentives are in place to make the product a success.

The Atheln team can assist you in a number of activities

- Examination of the core messages with the highest impact
- Promotional activities having most impact on physicians' behavior when prescribing.
- Understand competitors vulnerabilities to optimize product positioning
- Understand core brand market share potential based on clinical trial results.
- Development of clearly articulated timelines and schedules to successful launch, including inter-group dependencies.
- Definition of the launch plan activities and deliverables by function, with the appropriate start and end dates.
- Create early awareness and develop the product's early adopter community to uncover major customer questions and objections, as well as validate selling processes and conversion rates during launch.
- Sales force training, development of sales targets and compensation incentive plans
- Publication planning to support product launch and post-launch activities