

Examine the Pitfalls of Managing Promotion Throughout Product Lifecycle

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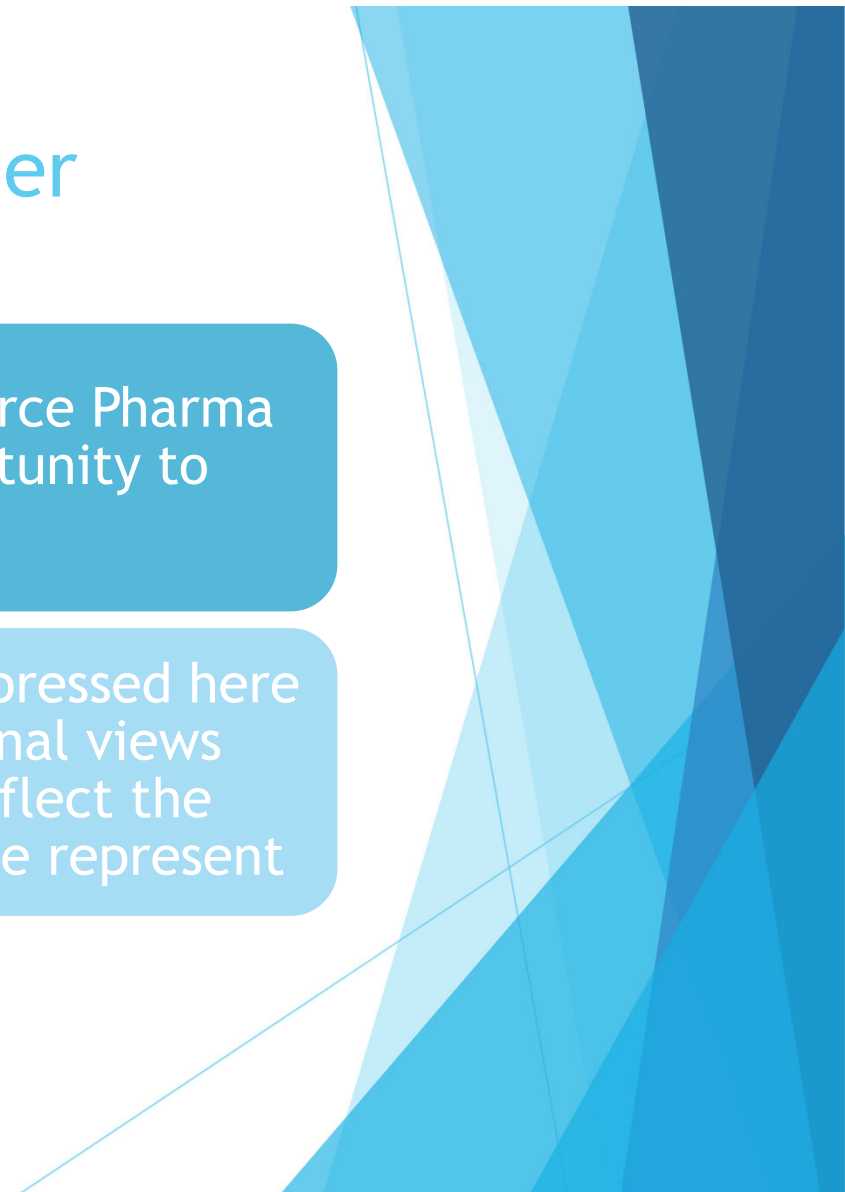
► Fierce Pharma PRC West Sept 2022



Disclaimer

Thanks to Fierce Pharma
for the opportunity to
speak today

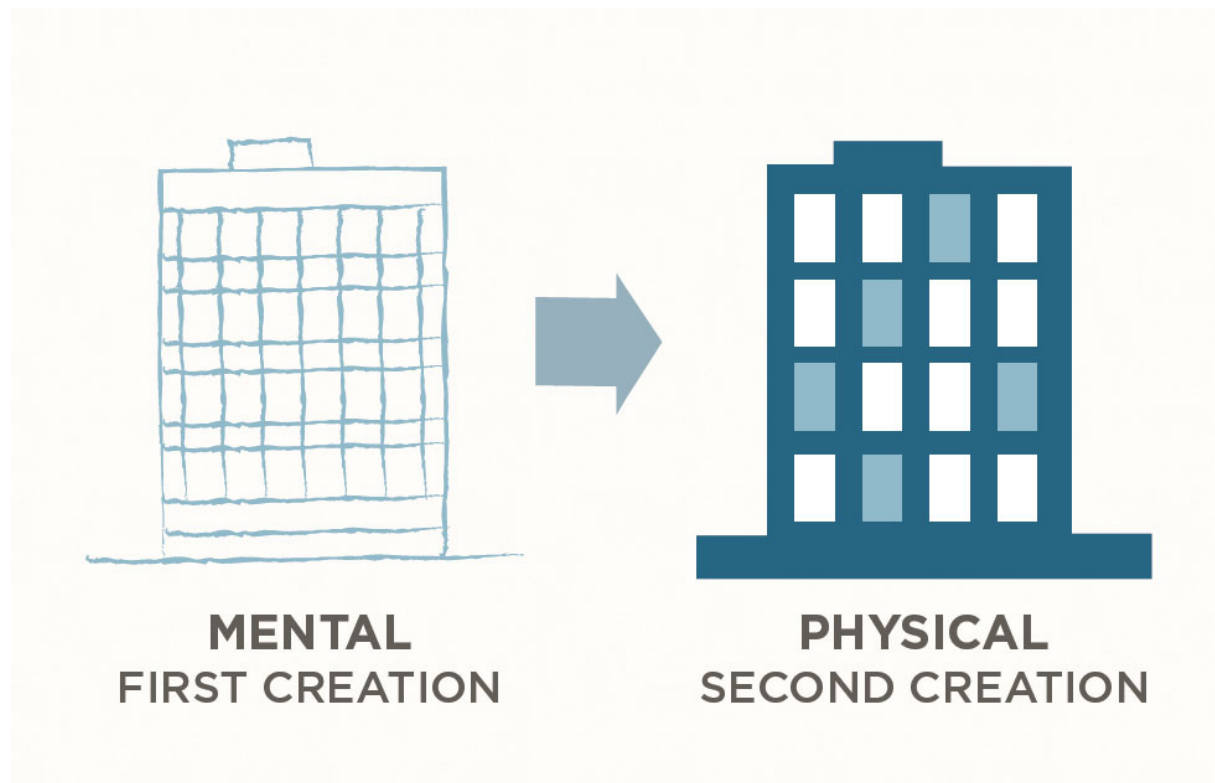
The views expressed here
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and do not reflect the
institutions we represent



Agenda

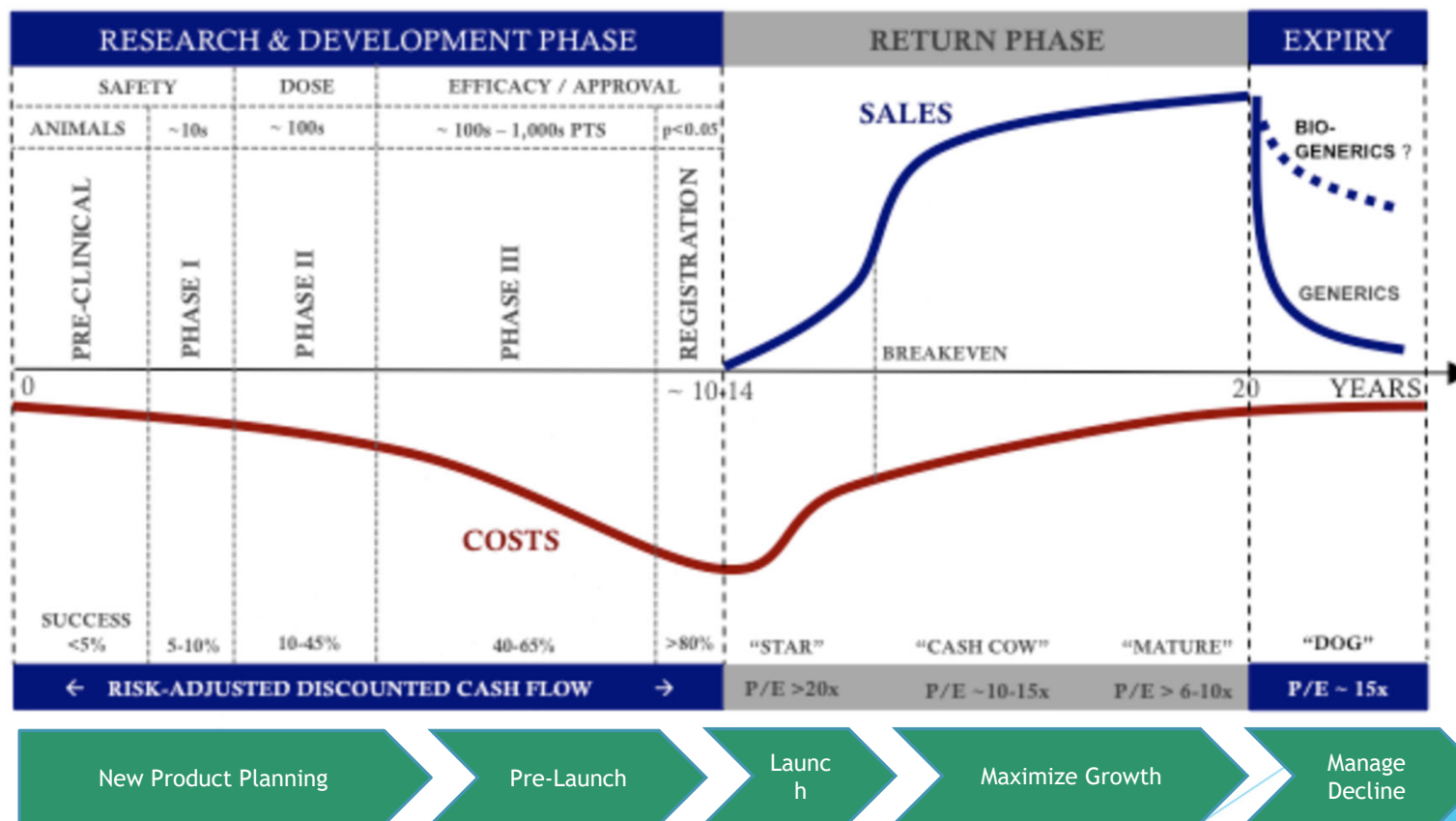
- ▶ Describe considerations for commercialization preparation during product development
- ▶ Discuss changing strategic marketing direction with product lifecycle evolution
- ▶ Review the challenges and opportunities in reviving an old brand with remaining patent life

Begin with the end in mind



<https://www.franklincovey.com/the-7-habits/habit-2.html#:~:text=Begin%20with%20the%20End%20in%20Mind%20means%20to%20begin%20each,develop%20a%20Personal%20Mission%20Statement.>

Product Lifecycle



Types of Materials Evaluated by Review Team During Development

Clinical Study
Recruitment
Materials

Medical Affairs
Materials

Labeling Content

Disease Awareness

Container
Packaging/Samples

Promotional Press
Releases

Payor Content/

Government
Pricing

Considerations between Large and Small Pharma Companies

Responsibilities

Headcount

Budget

Processes

Infrastructure/Efficiencies

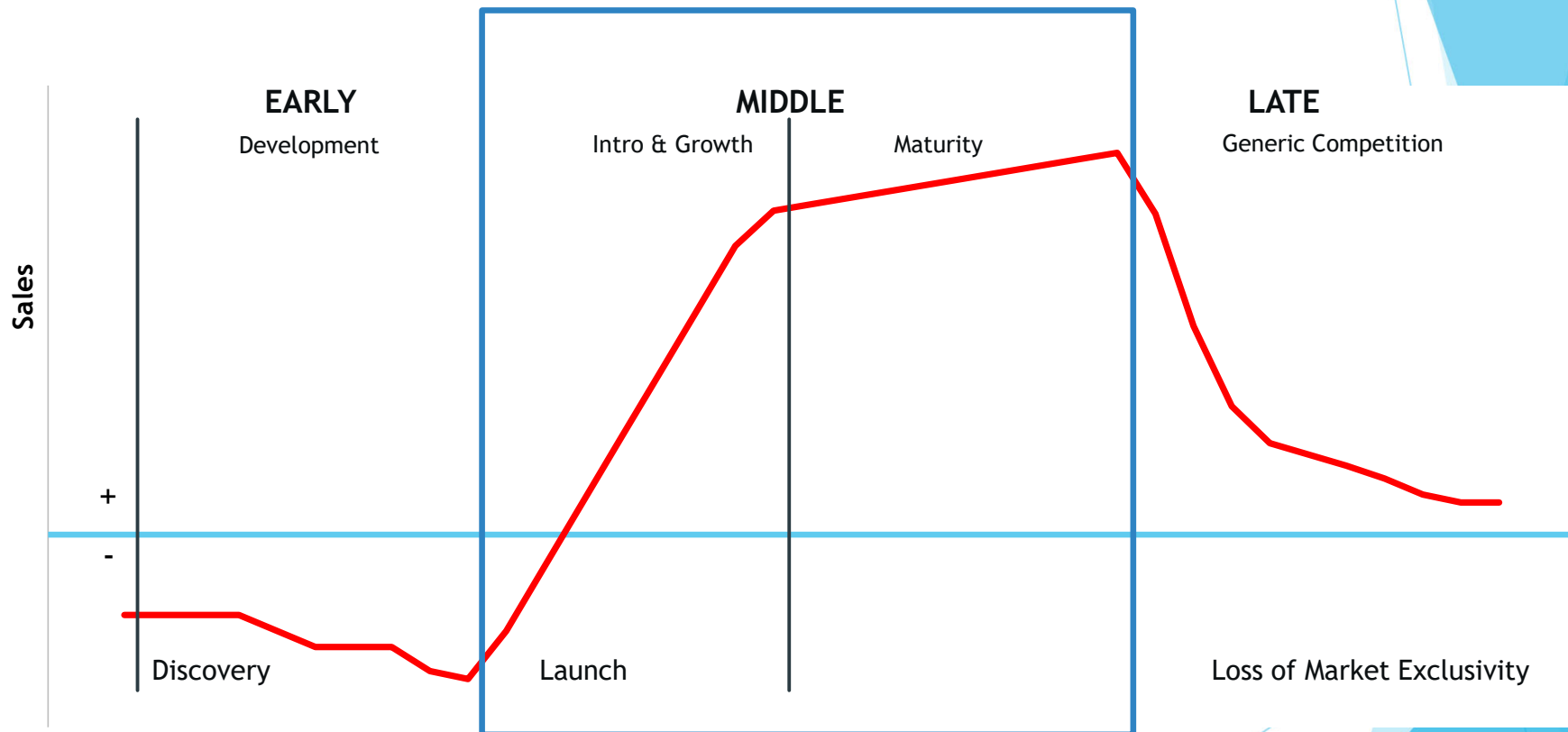
Internal vs Contracted third-
parties

Profits





Typical Lifespan of a Therapeutic Drug



For illustrative purposes only; not intended to reflect the actual costs / revenues of a specific program

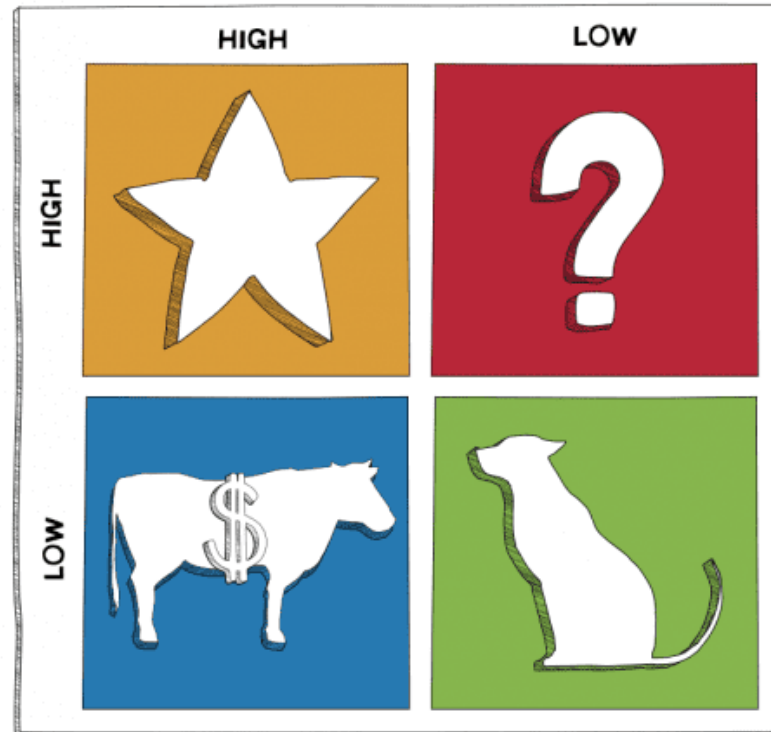


THE GROWTH SHARE MATRIX

RELATIVE MARKET SHARE

CASH GENERATION

MARKET GROWTH RATE
CASH USAGE



ESSENTIAL MARKETING MODELS [HTTP://BIT.LY/SMARTMODELS](http://bit.ly/smartmodels)

<https://www.smartinsights.com/wp-content/uploads/2013/10/The-Growth-Share-matrix.png>

Types of Materials Evaluated by Review Team During Commercialization

Promotional
Materials

Speaker
Materials

Corporate
Materials

Advocacy
Materials

Sample
Program

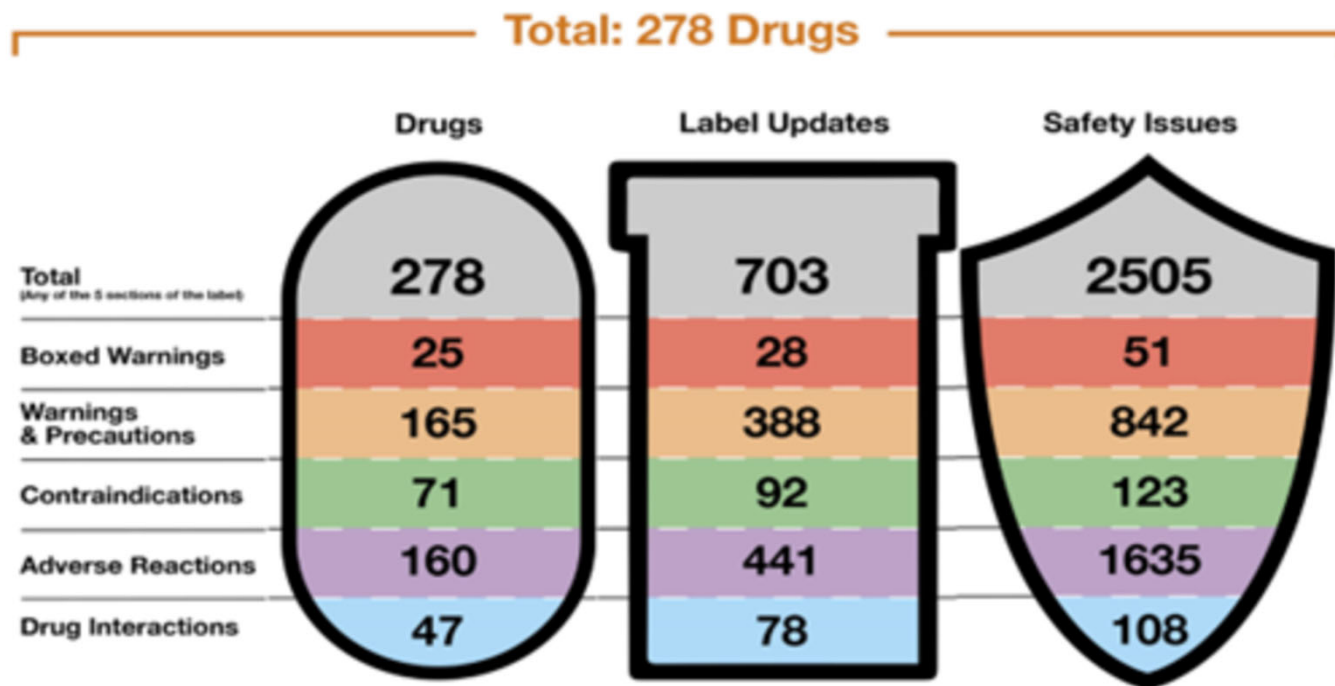
QA/Customer
Complaints

Safety and
PV

Label
Changes

Life-Cycle Management



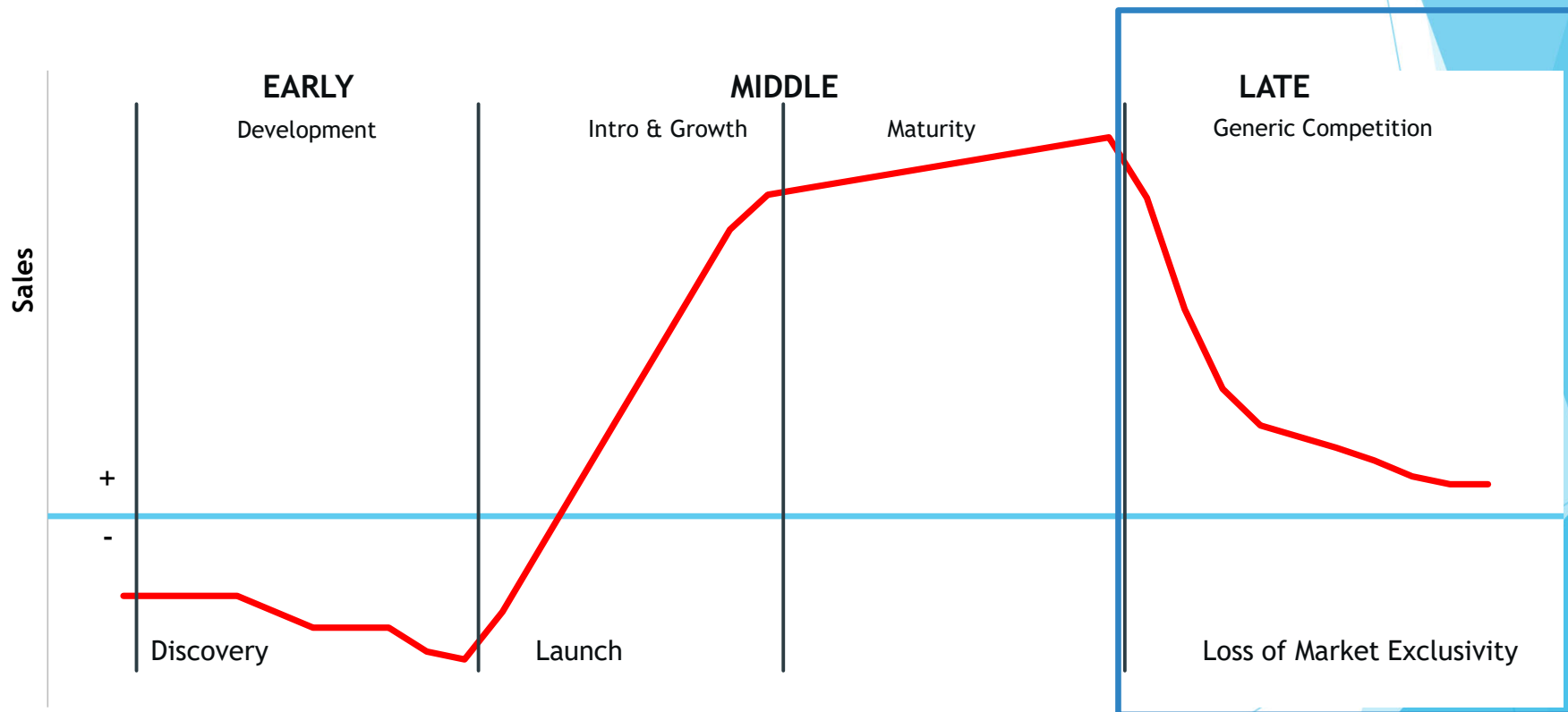


Source: Pinnow et al. *Clin Pharmacol Ther* 2017 Dec 20 doi: 10.1002/cpt.994 [Epub ahead of print]

278 new molecular entities were approved by CDER between 2002 and 2014. These drugs were followed over time to evaluate safety label changes

<https://www.fda.gov/drugs/news-events-human-drugs/cder-conversation-tracking-and-acting-safety-data-throughout-drugs-lifecycle>

Typical Lifespan of a Therapeutic Drug



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Late-Stage Marketing

Focus is on newer
company
product(s)

Stay the course

Generic
competition
starts

Branded Generic



Late-Stage Marketing Direction

Strategic Late-Stage Marketing Direction

Refresh
campaigns

Keep what's
Working

Drop what isn't
working

Maintain existing
patient base

Narrow target
audience

Refocus spend

Questions?

