

Are You Ready For Launch Success?

# Launch Success Assessment

Over the past 30 years, IMS has helped clients launch products ranging from pharmaceutical therapies to diagnostic and medical devices. Time and again we've seen that a lack of discipline in marketing and sales planning can undermine new product performance. This occurs in both the launch year and in the years that follow.

The probability of success is reduced when there are gaps in planning and execution. The IMS Launch Success Assessment tool helps you recognize these gaps so you can avoid them in the future and help launch teams improve their readiness for success.

To find out if your team is truly ready for launch success, use the IMS Launch Success Assessment tool. It will show you where you may need to 'up your game' to improve your odds of launch success.



# IMS Launch Success Assessment

Right Offering & Value Proposition		Marketing Strategy		
<p><b>Instruction: Do you agree or disagree that your team has completed the following activities?</b>            Scale: 1 = Strongly Disagree • 2 = Disagree • 3 = Neutral • 4 = Agree • 5 = Strongly Agree</p>				
Market Facing	Clearly defined our target audiences. Determined if they are large enough to meet our revenue goals. (1) (2) (3) (4) (5)	Developed a differentiated positioning for the offering. (1) (2) (3) (4) (5)		
	Identified a deep rooted need this offering will solve for the target customer. (1) (2) (3) (4) (5)	Articulated the marketing strategy for the launch. (1) (2) (3) (4) (5)		
	Understood the buying behavior of our targets. (1) (2) (3) (4) (5)	Clarified our launch sales strategy: Who will sales teams target first, second, third, etc. (1) (2) (3) (4) (5)		
	Identified meaningful insights we can build into marketing messages. (1) (2) (3) (4) (5)	Documented the 3-5 things we must do well in order for the offering to meet its goals (product and supporting services, etc.). (1) (2) (3) (4) (5)		
	Clearly articulated a value proposition for the offering overall and for each target segment. (1) (2) (3) (4) (5)	Defined specific risk scenarios and contingency plans. (1) (2) (3) (4) (5)		
	Launch Business Plan		Tactical Plan	
	Defined the goals and objectives for the offering. (Strategic, Financial, Marketing) (1) (2) (3) (4) (5)	Created a channel specific plan for the offering (personal and non-personal). (1) (2) (3) (4) (5)		
	Defined the pricing strategy we will employ at launch. (1) (2) (3) (4) (5)	Articulated a tactical development and production schedule for the offering. (1) (2) (3) (4) (5)		
	Determined how many total sales we will need to achieve our revenue target.(e.g. number of new deals etc.) (1) (2) (3) (4) (5)	Defined a measurement plan that will help us determine if our tactics are performing as intended. (1) (2) (3) (4) (5)		
	Determined the percentage of sales will come from existing customers vs. new customers. (1) (2) (3) (4) (5)	Defined customer facing launch tools that are targeted to each key customer segment. (1) (2) (3) (4) (5)		
Aligned Sales and Marketing goals, objectives and plans. (1) (2) (3) (4) (5)	Allocated our sales resources effectively. (1) (2) (3) (4) (5)			
<b>Sub-total Max Score 50</b>	<b>Sub-total Max Score 50</b>			

# IMS Launch Success Assessment

	Creating a Launch Team / Organization	Mobilizing the Launch Team
	Scale: 1 = Strongly Disagree • 2 = Disagree • 3 = Neutral • 4 = Agree • 5 = Strongly Agree	
	<b>My team has:</b>	
Organization Facing	Fully engaged leadership in developing the launch plan. (1) (2) (3) (4) (5)	Defined a continuous training plan for implementation at launch and beyond. (1) (2) (3) (4) (5)
	Defined the human and financial resources required to launch and gain leadership approval. (1) (2) (3) (4) (5)	Planned a comprehensive internal communications plan with appropriate resources. (1) (2) (3) (4) (5)
	Placed the right people in the right roles to support a successful launch. (1) (2) (3) (4) (5)	Created a plan that will prepare every customer-facing function for the launch. (1) (2) (3) (4) (5)
	Established accountabilities and roles cross-functionally and globally for the launch. (1) (2) (3) (4) (5)	Clearly defined the operating principles for the launch team. (1) (2) (3) (4) (5)
	Created the appropriate incentives for the entire cross-functional launch team. (1) (2) (3) (4) (5)	Established a cadence for working together as an integrated launch team. (1) (2) (3) (4) (5)
	<b>Sub-total Max Score 25</b>	<b>Sub-total Max Score 25</b>
<b>Total Max Score 150</b>		



**Your total score is 120 or higher.** Kudos to your team. You are likely in very good shape for a successful launch. As you review your assessment, is there a pattern or cluster that emerges? Is there a hidden soft spot in your planning that can be shored up?



**Your score is between 60 and 120.** Your team has both strengths and weaknesses. Look at your overall pattern of scores. Focus on the areas where you are seeing the greatest weaknesses. Prioritize the most critical activities and bring your team together to see where and how you can strengthen your plan.



**Your score is less than 60.** This score suggests that you are very early in your planning process or your launch is at risk. If you already have a lot of time invested in your launch planning, you may want to complete this assessment with your entire team and develop a plan to close critical gaps that may jeopardize the launch.



**Conclusion:** No launch plan is perfect. But, given the high stakes associated with innovation in healthcare, any improvement you make will pay dividends. Use this checklist to elevate your game so that your next launch beats the odds.

**Contact IMS today to learn how we can help improve your launch success.**

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