

## **2025 Commercialization Readiness From Preclinical to 1st Launch: The First Time CEOs Playbook**

Boston Convention and Exhibition Center, 415 Summer St, Boston, MA 02210

### **One-Day Course Schedule**

***Complimentary lunch and midday snacks will be provided.***

**SUNDAY, JUNE 15, 12:00 p.m. — 4:30 p.m.**

### **Why Most Commercial Launches Fail**

#### **Commercial Imperatives That Impact Value: Preclinical – Phase I**

- Target product profiles and differentiation
- “Defensible” revenue forecasting
- Impacts of the Inflation Reduction Act (IRA) on development portfolios
- Portfolio prioritization
- ISAN naming
- Early commercialization visioning

#### **Commercial and Medical Affairs Imperatives: Phase II–Phase III (pre-data)**

- Commercialization roadmap: the commercial vision and costs (to inform corporate strategy)
- MD, payer, and HEOR market research: key inputs for pivotal trial design
- KOL development
- Scientific narrative
- MSL
- Key hires
- Commercialization alternatives

#### **Commercial and Medical Affairs Imperatives: Positive Data Readout to Launch**

- Updated commercial assessment (revenue forecast)
- Product strategy and marketing
- Market access, pricing, and reimbursement (MAPR)
- Health economics and outcomes research
- Sales force
- Distribution

- Commercial ops and analytics
- Training

### **Medical Affairs Imperatives**

- Scientific narrative, KOLs, and publication planning
- Medical education
- Medical affairs (Phase IV's & ISTs, pharmacovigilance)
- Launch critical success factors
- Brand name
- Branding
- Value proposition
- Information technology
- Hiring plan

### **Life Cycle Management**

### **Wrap-Up**

**BIO PROFESSIONAL DEVELOPMENT NETWORKING  
RECEPTION**

**4:45 p.m. – 6.00 p.m.**

*Agenda is subject to change.*