

Developing a Comprehensive Launch Plan

Beginning with the end in mind

A biopharma company engaged Magnolia as its agency of record for its mental health digital therapeutic. Although the company had experience launching drugs in the US market, the novelty of the digital therapeutic space was challenging, and the company did not have experience in mental health or a comprehensive launch plan in place across channels. As an early step in developing a comprehensive plan, the company wanted to inventory and streamline the various activities, timelines, and messages for its targeted customer channels, including payers, providers, patients, patient advocacy groups, marketing, medical communications, government affairs, and corporate affairs.



Interviews and Information Collection

Magnolia began the engagement by **interviewing the internal company leads** for each of the respective channels to identify what tasks had been completed, what tasks were planned, timeframes for completion, and level of priority for each task. Magnolia also **collected previously conducted research**, mapping exercise outputs, customer personas, preliminary messaging for each channel, tactical plans, etc.



Creating a Comprehensive Plan

Magnolia compiled the findings and identified that the objectives and priorities of each channel could roughly fit into 4 key strategic areas:

- Raising awareness of digital therapeutics
- The importance of the digital therapeutic addressing a unique aspect of the disease that had an overall clinical benefit to the patient when treated
- Seamlessly integrating a digital therapeutic into the treatment space
- The company's commitment to supporting patients

Magnolia developed a master plan that incorporated existing tasks and timelines, areas of duplication, and identified gaps in activities such as state and federal policy needs. Magnolia then conducted a series of workshops with internal stakeholders to gain consensus on priorities and tasks for the digital therapeutic to finalize a comprehensive launch plan for the digital therapeutic.



Recommendations, Actions, and Outcomes

The final plan aligned activities to the 4 key strategic areas while addressing the unique needs of each channel. Based on the development of this plan, the company was able to work more efficiently across channels, align on priorities, leverage tasks and resources, and improve internal communications. Magnolia also identified tasks the company could complete to address gaps such as conducting additional research with community mental health centers, developing materials for less tech-savvy patients, and adding tasks to address the unique needs of channel subgroups such as state policy decision-makers.