

Building a Comprehensive Go-To-Market Strategy Through Stakeholder Ecosystem Mapping

Situation

- A mid-size biotechnology and pharmaceutical company was preparing for pipeline product launch and needed assistance facilitating a successful go-to-market strategy
- The company sought to
 - Identify and understand the entire stakeholder landscape surrounding therapeutic area
 - Create short- and long-term stakeholder engagement strategies that would meet the needs of their entire organization



Approach

- Assembled **corporate-wide workgroup** to identify stakeholder groups of interest and inform priority scoring of those evaluated
- Tailored data collection and priority scoring of each stakeholder types to **understand how engagement could affect their broad go-to-market strategy**
- Developed **weighted multifactorial priority scoring** utilizing elements such as stakeholder reach, specialty area of focus, target audience, and collaborations
- Built comprehensive corporate engagement strategy with short- and long-term outreach guidelines for cross-functional use, **balancing internal resources with engagement plans**



Outcomes

- Identified **sympathetic and antagonistic stakeholders** as well as **organic and inorganic** engagement opportunities
- Evaluated **engagement impact and resource burden** in short- and long-term
- Captured additional **evidence needs and data sources** for maximization of access
- **Derived strategic recommendations** for client regarding access, reimbursement, and pricing at launch and beyond
- Built **corporate strategy** based on strategic recommendations

Stakeholder Types:

- **Legislative** Committees & Legislators
- Regulatory Bodies
- Direct & Indirect **Competitors**
- Payers
- Providers & Hospitals
- **Patient Advocacy** Groups
- Foundations
- **Professional & Trade Associations**
- Other Therapeutic Area Groups



Example has been blinded