

Remote Engagement Inside Sales Team Drive Pre-Launch and Launch Activities

THERAPEUTIC AREA: Anti-Infectives

PRODUCT: Antibiotic

LIFECYCLE: Pre-Launch & Launch

Situation

- Start-up small biotech launching novel IV/Oral antibiotic within Institutional/hospital setting.
- Client seeking a partner to support with their transition from a R&D organization to a fully-integrated commercial organization for initial product launch.
- Account profiling activities started before the implementation of the field sales team and 4 months prior launch.
- All Commercialization channels were implemented by Amplity, including Inside Sales (ISRs), Field, Key Account Managers (IDNs), National Account Managers (Market Access) and Field Reimbursement Managers.

Strategy

Pre-Launch:

- Amplity embedded a team of 8 Institutional ISRs tasked with account profiling and lead generation within the top 800 institutions. With a focus on brand and company awareness with HCPs.
- ISR's aligned with the field to lead the Account Planning process utilizing the information the ISR obtained during the Pre-Launch profiling process.

Launch:

- Inside sales specialists partnered with field team to strategically focus on driving trial, utilization, and formulary adoption, in addition to driving business within additional outpatient sites of care.
- In 2020 Amplity launched white space coverage and a vacancy Management program to further drive results.

Results

Pre-Launch:

- **793** unique A and B hospitals have been introduced to the product.
- **Identified 500+** Hospital Owned Infusion Centers as an additional revenue source through ISR profiling and mapping efforts.
- **2,500 interactions completed** across multiple customer types.
- **585 Emails sent with 38% opened** (industry Avg 5-8%).

Launch:

- Sales Results far exceeding the last 8 branded antibiotic launches in the first 24 Months.
- **On track to be one of the most successful antibiotic launches in the last 5 years.**

