

# Stand-Alone Sales Organization

## SITUATION

- ◆ Top 5 International Pharma Co.
- ◆ Launching first Biosimilar for company
- ◆ Did not have sales capabilities or experience in buy and bill biologics and infrastructure to support
- ◆ Hired, onboarded, trained and deployed launch sales team in 90 days

## STRATEGY

- ◆ Utilized a stand-alone CSO, BIT, OPS support, Training, Strategic Counsel
- ◆ (Asymmetrical scalable model- Phase 1- 17 reps, 2 dms, 1 ntm, 1 NSD- Phase 2 expanded to 30 reps, 3 dms, Phase 2- expanded to 50 reps, 5 DMs.
- ◆ Targeted Physician Office, Hospital and Federal Accounts
  - Account bases reps- GI/Rheums, Nurses, Administrators in Physician Offices as well as hospitals & federal accounts

## RESULTS

- ◆ Successfully launched and grew market share over 2-year period
- ◆ Phase 1- Profiling with small footprint- Phase 2- Launch- Phase 3 Ongoing- acceleration tied to an expansion of sales team and strategy
- ◆ Strategy adjusted based on field/market insights

