

## Challenge:

A company with a top selling diabetes drug wanted to change its go-to-market strategy to add innovative elements around patient, payer and pharmacist education

Convened an internal multi-disciplinary working group

Conducted several external and internal interviews to better understand current processes

Benchmarked against several other competitors



## Case Study: Re-engineering Go-to-market

### Impact:

Company chose 3 options and implemented which enabled the company to protect market share in an increasingly competitive space

**Innovated 10 potential innovative go-to-market options** including novel payer engagements, population health management, patient: pharmacist education; diabetes 'OnStar'

Worked with the company to prioritize and weight options according to agreed on criteria encompassing 'ability to win', commercial impact and resource intensity