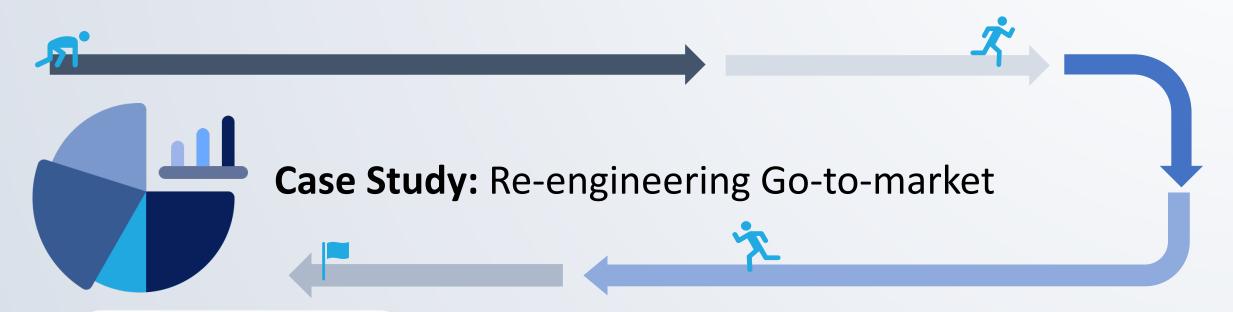
## **Challenge:**

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

Convened an internal multidisciplinary working group Conducted several external and internal interviews to better understand current processes

Benchmarked against several other competitors



## 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