

EU Specialty Medicine Launch and Distribution

Background:

Aposave's client gained EU Marketing Authorisation in 2019 for their specialty medicine for the treatment of a rare genetic condition that has a prevalence of 1 in 40,000 worldwide.

Challenges:

Following the receipt of EU marketing authorization, our client needed a partner with established commercial and logistics networks within Europe.



In particular, they required a partner in Denmark since they had already developed a Danish/Swedish dual pack.

Within Denmark, the product is prescribed and dispensed within the hospital setting and the government agency Amgros is responsible for the supply and procurement of drugs to public hospitals.

A successful entry into the Danish market would necessitate engagement of a provider who could establish a commercial offering with Amgros that would result in the prescribing of the specialty medicine.

Solution:

In addition to a robust distribution network, Aposave has expertise in managing tenders and relationships across Europe with the key healthcare organisations.

A strong rapport and working relationship with Amgros meant that we could advise our client on the requirements of the Danish tender process – including pre-tender agreements and supply chain preparation/forecasting.

Aposave tailored a distribution and commercial support model which would ensure the product was launched effectively into the Danish market.

This solution was designed to guarantee direct deliveries to the Danish hospitals, ensuring customers could order and receive the product efficiently as part of their existing ordering and financial processes.

Working in partnership with our client's medical team, informational materials such as physician letters and patient brochures were produced and distributed to ensure that product details and commercial availability were communicated clearly.

Alongside the informational materials, Aposave used its strong relationship with Amgros to engage with both them and with the central prescribers/specialist doctors in Denmark.



Results:

Aposave was appointed as the client's nominated distributor in Denmark and has been successfully providing the specialty medicine to the Danish market since January 2020, ahead of the tender start date.

Direct conversations with key stakeholders at a strategically-important hospital ensured a smooth set-up and initiation of the product.

Following the positive launch in Denmark, the client requested that Aposave develops and delivers a similar service offering in Sweden.

Swedish market requirements differ from the Danish market – in particular, the distribution model involves retail pharmacies. Aposave launched services in July 2020 with continued sales growth to date.



Partnership progression:

Following this ongoing success in both the Danish and Swedish markets, Aposave's client has requested that Aposave develop and implement further bespoke launch solutions in over 10 additional markets across Europe.

See case study CP0002 for further information on these solutions.

