

# Trinity Launch Excellence

Partnering with clients to confidently develop, optimize and achieve commercialization readiness for a successful launch



## No two launches are the same.

Launch strategy, plan development and execution management vary greatly across—and even within—every life sciences company.

There is unique complexity around each asset, from the number of indications and markets to modality, site of care and countries in scope. Resources, focus and support for launch plan management vary as well—from internal org structure and dedicated PMO support to launch playbooks and dashboards.

**But the key to every successful launch is a deep understanding of the strategic vision and development of the priorities, people, processes and tools to enable the execution of that vision:**



Trinity Launch Excellence works with each client to confidently develop, optimize and achieve commercialization readiness, no matter where they are on the path to launch.

[Ask Us A Question](#) | [Schedule A Demo](#) | [info@trinitylifesciences.com](mailto:info@trinitylifesciences.com)

Explore Trinity Launch Excellence | [www.trinitylifesciences.com](http://www.trinitylifesciences.com)



Trinity helps clients effectively and efficiently prepare for successful commercialization tailored to each market and situation, whether it's the company's first launch, a new franchise, a new product or a new indication.

We directly support >50 companies annually in their launch journeys – strategy, planning and management – across dozens of therapeutic areas, from first-launch emerging biotech to the largest global pharma leaders.



### **Outside-In Perspective**

We are trusted partners that bring objective, evidence-based critical thinking to give clients confidence.

With our depth of global experience and unique vantage point supporting 50+ launches annually, we provide thought partnership on gaps, risks and opportunities.

### **Proprietary Benchmarks**

Actionable insights from unparalleled benchmark data and best practices based on decades of life sciences commercialization experience and our vast network of external experts.

### **Tools & Frameworks**

We understand a launch plan is only the beginning; Launch Accelerator, the first and only benchmarking-based life sciences launch planning tool, enables efficiencies and effectiveness for operational excellence.

We bring agile, tested best practice approaches, templates and frameworks to adjust to evolution of needs. We know what good looks like.

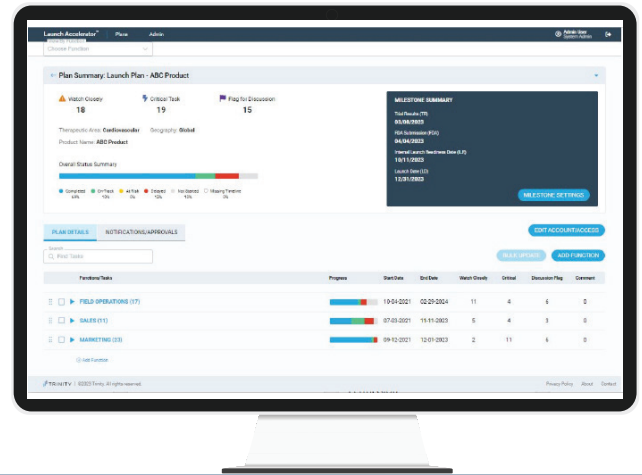
With unparalleled commercial benchmark data, we partner with our clients to scale and prepare their organizations for launch: we design, pressure test, implement and operationalize the right strategy, plan and process for each unique launch.

We have a deep understanding of the key challenges and how, when and why to successfully overcome them.

Depending on each client's needs, we can be a strategic thought partner, a plan architect and/or a project manager, supporting them every step of the way and ensuring that the launch raises the bar.

# Trinity Launch Accelerator

Smart, efficient launch planning with pharma's first and only benchmark-based tool



TrinityEDGE

Trinity has taken a modernized approach to launch planning, execution and tracking with our proprietary Launch Accelerator technology. All aspects of the tool are designed to support the unique needs of launching biopharma products globally.

Trinity's Launch Accelerator allows customized, tech-enabled support for each client's launch by leveraging recent "real world" launches to guide cross-functional global launch and PMO teams:

- » Useful for all life sciences launch engagements, including creating customized roadmaps and detailed launch plans, as well as conducting gaps/risks assessments, ongoing strategic advisory/PMO support and other launch readiness-related needs
- » Built on best practices and key learnings gleaned from 50+ local and global launch engagements across many therapeutic areas/client types and informed by proprietary industry benchmark data within the TGaS Advisors Launch Excellence Advisory Database (LEAD)
- » Enables workflow automation, customizable visualizations and streamlined cross-functional project management with a flexible, dynamic and user-friendly launch interface designed to accelerate communication, transparency, collaboration and alignment in the cloud
- » Facilitates the process so that teams can focus on effective and efficient execution
- » Flexible and tailored for each client's situation and evolving needs
- » Allows for shorter project time, increased quality and accuracy in plan development and easy progress visibility at the leadership level
- » Eliminates version control issues

Clients can access their plans directly from the easy-to-use cloud-based project management Launch Accelerator tool. Collaboration and communications are streamlined with Gantt charts, dashboards and reports generated from the Launch Accelerator, all of which can be customized and configured by Trinity launch experts or by a life sciences company's in-house launch team.

# Trinity's Launch Excellence team partners with clients to prepare for commercialization



## Process

Effectively integrating planning process and execution with appropriate lead times for success

Navigating challenges with flexible support that evolves with client needs



## Proprietary Benchmarking

Understanding peer-level priorities, timing and resourcing



## Prioritization

Prioritizing tactics, risks, events and evolving market dynamics



## Resourcing

Developing right-sized teams that are unified, effective and efficient

Balancing portfolio and company strategies

Our team of hands-on senior leaders bring decades of global experience across dozens of past product launches, therapeutic areas and product modalities.

**Let Trinity partner with you to help you achieve commercialization readiness for a successful launch.**

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