

2025 Commercialization Readiness From Preclinical to 1st Launch: The First Time CEOs Playbook

Boston Convention and Exhibition Center, 415 Summer St, Boston, MA 02210

One-Day Course Schedule

Sunday, June 15, 2025, 12:00 p.m.–4:30 p.m.

Complimentary breakfast will be served, 7:30—8:30 a.m.

Complimentary lunch as well as mid-morning and midday snacks will be provided.

The Course Registration desk will open each morning at 7:30 a.m.

SUNDAY, JUNE 15, 12:00 p.m. — 4:30 p.m.

Why Most Commercial Launches Fail

Commercial Imperatives That Impact Value: Preclinical – Phase I

- Target product profiles and differentiation
- “Defensible” revenue forecasting
- Impacts of the Inflation Reduction Act (IRA) on development portfolios
- Portfolio prioritization
- ISAN naming
- Early commercialization visioning

Commercial and Medical Affairs Imperatives: Phase II–Phase III (pre-data)

- Commercialization roadmap: the commercial vision and costs (to inform corporate strategy)
- MD, payer, and HEOR market research: key inputs for pivotal trial design
- KOL development
- Scientific narrative
- MSL
- Key hires
- Commercialization alternatives

Commercial and Medical Affairs Imperatives: Positive Data Readout to Launch

- Updated commercial assessment (revenue forecast)
- Product strategy and marketing
- Market access, pricing, and reimbursement (MAPR)
- Health economics and outcomes research

- Sales force
- Distribution
- Commercial ops and analytics
- Training

Medical Affairs Imperatives

- Scientific narrative, KOLs, and publication planning
- Medical education
- Medical affairs (Phase IV's & ISTs, pharmacovigilance)
- Launch critical success factors
- Brand name
- Branding
- Value proposition
- Information technology
- Hiring plan

Life Cycle Management

Wrap-Up

Agenda is subject to change.