Keeping the Market in Mind: Bridging Commercialization and Early Phase Clinical Development

Overcoming obstacles that hinder integration of post-market data into current clinical development is becoming more critical. Yet organizations are limited by practical constraints (e.g. divergent business objectives, poor interface among stakeholders) and scientific boundaries (e.g. myopic focus on primary endpoints, early pipeline risk of candidate attrition). While there has been some investment into novel initiatives to further inform development, general application is a challenge.

A combination of process, technological and cultural impediments have made progress toward a convergent agenda more opportunistic than planned; reflecting experimental, uncoordinated initiatives and driven by roles that try to drive program-level solutions through various functional and product related vertical silos.

Ideally, the bridge between clinical and commercial is constructed with activities that ensure that differentiation and adoption criteria are integrated earlier in development, and clinical research insights are pushed forward to enrich launch planning and overall post market performance. This session takes a unique perspective, through the lens of early-phase clinical development, to demonstrate how pharma can improve their hit rate and overall profitability; driving efficiencies in development, pricing optimally for the market, and increasing overall commercial value.

- Itemize opportunities to leverage commercial insights to optimize clinical strategy, bolster probability of success; extract clinical insights from development to inform commercialization and de-risk launch
- Define key attributes of real-world patient data to refine clinical protocol development
- Learn methods to bring clinical/commercial bridging activities to your organization