

Will your launch plans lead you onto rocks, or to treasure?

It's clear from all the films, stories and legends about adventures on the high seas that reaching your destination takes more than launching your ship and choosing the fastest route. With perils from sea monsters to clashing rocks, finding your way safely can be difficult, and falling into the clutches of brigands all too simple.

When you're launching a new drug, it can be just as easy to make mistakes in your planning. The environment you're launching into may seem familiar. But to avoid danger, dodge pirates, and, with any luck, reach the prize of a successful product, you need an expert navigator.

OUR THINKING

2018

INTRODUCING MMRG'S THECOSYSTEMS APP

We developed the Thecosystems® app to help drug companies find their way through the therapeutic ecosystem for their drug. Our explorers and researchers map the people, the networks and the organizations that have influence in a therapy area. Like all good mapmakers, they use existing sources – contact lists, publications, directories – to sketch their initial charts. Then they use that research to build more detailed and accurate information – which includes every person of interest and all their connections.

Their explorations take them to places rich with information that sometimes get overlooked. Vloggers and bloggers. Teachers and mentors. Policy-makers and patient advocates. They mark the danger areas and dead-ends – such as someone who no longer works in a therapy area, or who, despite many connections with sales people, lacks credibility with peers. And their discoveries could lead you to launch success.

STOP YOUR LAUNCH GETTING LOST AT SEA

1. Find signposts to guide you

Sailors find their way using existing signposts – the sun and the stars, beacons and landmarks.

Thecosystems helps you identify the signposts and landmarks in your therapeutic ecosystem. The people whose interest in your disease area means they have wide influence, and the events, institutions and publications that can guide your plans.

Will your launch plans lead you onto rocks, or to treasure? **Cont'd**

2. Get the latest map and data

Shipwrecks are often blamed on changes beneath the surface that can't easily be seen. Successful captains know the importance of always paying attention and never assuming that things stay the same.

Use Thecosystems to guide you and you get regularly updated, complete information. No need to rely on out-dated lists or details that are limited, inaccurate or based on incorrect assumptions. And because you can use the app on your mobile device, you always have the latest information, wherever you are, whenever you need it.

3. Enjoy a 360° view

From the crow's nest a lookout can see back and sideways as well as forwards, and warn of bad weather or danger approaching.

Thecosystems gives you an all-round picture of all the people you want to work with – not just what they're doing now, but where they've worked, who they're connected with and what else they're involved in. You can anticipate the detractors who might knock you off course and the neutrals who could be calm you, as well as the supporters who will help you on your way.

4. Keep everyone pulling together

A good captain keeps his crew fully informed, so when it's "all hands to the pump" it's a real team effort.

The Thecosystems app lets your whole team share the same information. Everyone is always up-to-date and fully briefed, and when one crew member is communicating with groups of people, all the team can see what's going on.

TALK TO US ABOUT HOW TO REACH YOUR DESTINATION SAFELY

Christopher Columbus said, "By prevailing over all obstacles and distractions, one may unfailingly arrive at his chosen goal or destination." Choose Thecosystems as your guide and we'll help your product achieve your goals. Rapid adoption. Widespread acceptance. Regular usage.

Talk to Peter Joshua today.

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