

Overview

- The road through development and commercialization is challenging with a complex road map from discovery to development and through commercialization, fraught with unique challenges at each step. One must have the right strategic plan, reliable and trustworthy partners and a good understanding for the types of phase appropriate data systems and technology solutions that will add the most value
- Clearly, smaller growing organizations have limited resources, and processes and technology are attributes affecting investments at any stage of organization.
- For successful companies that have survived and navigated the clinical development and regulatory hurdles, becoming a commercial integrated company requires more technology based systems to afford compliance, company wide processes and bottlenecks that could be problematic based on volume
- But even larger companies can struggle with strong process systems in technology
- Many large global footprints who struggle with centralized planning, processes and systems (inventory and label processing). Its even more problematic here because larger organization will be unable to be responsive and launch expeditiously in the complex global markets and territories
- The danger of waiting too long to invest in the key systems creates bottlenecks that slow down the business productivity
- Organizations are unsure of which partners are most appropriate per there size and portfolio. For instance, I hear often “don’t go with the large CMO because they won’t prioritize the small pharma client”