

Timeline to Launch Readiness



| Define Launch Needs | Define Capability Building Strategy | Design Training Program | Roll out Training Program | Institutionalize Launch Excellence |
|--|---|--|--|--|
| R&D clinical Trials | Review or Submission | Early Commercialization | Launch | Post-Launch |
| -18 Months | -12 Months | -6 Months | Day 0 | |
| R&D Systems <ul style="list-style-type: none"> > Veeva Vault Outsourcing > R&D Training Deck SOPs/Process Documentation Compliance Clinical Train Information <ul style="list-style-type: none"> > Disease state materials | C-Suite/C1 level <ul style="list-style-type: none"> > Outsource > Learning Strategy Medical Affairs <ul style="list-style-type: none"> > KOL Presentations > Disease State Materials > Patient Portals Marketing <ul style="list-style-type: none"> > HCP Portal > GTM Strategy > Collateral IT <ul style="list-style-type: none"> > LMS > Systems > SOP/Process Documentation HR <ul style="list-style-type: none"> > Onboarding > Cultural Awareness > Standard HR Training <ul style="list-style-type: none"> • Benefits • Sexual Harassment | Marketing Ops <ul style="list-style-type: none"> > System > SOP/Process Documentation Commercial Ops/Sales <ul style="list-style-type: none"> > LMS > Onboarding > Disease State Modules > Analytics & Targeting Information Medical Affairs <ul style="list-style-type: none"> > HCP Training > MSL Onboarding Marketing Collateral <ul style="list-style-type: none"> > Approved Email > CLM > Leave Behinds Compliance <ul style="list-style-type: none"> > 21 CFR, Part 11 > PV/AE > Global Drug Safety | Launch Meeting (Virtual) Commercial Ops/Sales <ul style="list-style-type: none"> > Onboarding > Product Information > Selling Model > Selling Skill > Verbalization and Roleplays > Certification Market Access Patient Services | Commercial Ops/Sales <ul style="list-style-type: none"> > New Hire > Sales Enablement > Coaching > Leadership and Development HR <ul style="list-style-type: none"> > New Hire > Organizational training > Soft Skills (non-commercial) > Leadership and Development > Performance Modeling Patient Services <ul style="list-style-type: none"> > New Hire Marketing sustainment |