

Case study

Therapeutic Area:
Oncology
Industry Type:
Large Pharma Company
Management:
Co-managed, Innovex and client
Services:
Health Management Services
Size of Team(s):
19 Nurses
Territories:
US, national coverage

“I can’t over emphasize the breadth of work involved – all achieved within the tightest of timeframes.”
Stewart Rosen MD, VP Medical Affairs and HMS Operations, Innovex

Oncology product launch – Nurse Educators surpass demanding fast-track goals

For a successful product launch in the US, this large pharma company faced a real challenge. Its new chemotherapeutic agent required a comprehensive, fast-track education program in toxicity management, spanning medical and radiation oncology nursing staff, including infusion center personnel.

Countdown to FDA approval was just 5 weeks.

The Challenge

Every product launch is fraught with concerns of the drug reaching desired market milestones, as well as clinician and patient acceptance. This company was faced with having to recruit, train and deploy a team of highly qualified Oncology Nurse Educators in just five weeks – to underpin a very demanding launch.

“I can’t over emphasize the breadth of work involved,” says Stewart Rosen MD, VP Medical Affairs and Health Management Services Operations at Innovex. “Nurse Educators had to develop clear differentiation with the product class as a novel entity in the oncology market. Not to mention education regarding product advancement from third line treatment to first line treatment of metastatic colorectal cancer. It was all about maximizing medical affairs value for the nursing audience.”

“They had to highlight survival benefits, monitoring toxicity to prevent drug discontinuation – in a scenario with a very significant side-effects profile. If the practice nurses had not been properly briefed on the side effects, or had been unable to manage them appropriately, there would have been a real threat of them recommending that the physician take patients off treatment.”



The Solution

Given the scale of the challenge and the tight timeline, the company decided to outsource the project. They selected Innovex because of its previous experience and leadership within oncology and because of its track record in speedy recruitment of high quality teams. The project was co-managed by the company and by Innovex, with both organizations providing field management support and coaching.

Contact

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“As to key performance indicators, we achieved 125% of our goal for institutions visited per day. Daily practitioner interactions achieved 137% of target and the total number of accounts reached exceeded 5,000”
Susan Newton,
RN, MS AOCN®, AOCNS®,
Program Director, Innovex

The Results

“Using our extensive database and Health Management resources, we were able to recruit and train 19 high caliber people in just five weeks, exceeding customer expectations,” says Susan Newton, Program Director for Innovex.

“As to key performance indicators, we achieved 125% of our goal for institutions visited per day. Daily practitioner interactions achieved 137% of target and the total number of accounts reached exceeded 5,000 – despite an initial database of questionable quality.”

“The other key measure was in terms of new patients or physicians reached and educated. “The target was to achieve six Health Care Professional presentations a day. In fact, we achieved an average of more than eight interactions per day.”

“Customer satisfaction was reflected in a customer loyalty score of 100% for startup, ongoing and close-out surveys. As to the practices, a Scantron feedback survey reported a score of 4.69 against a target of four out of five.”

Market research, covering 150 clinical practice registered nurses, demonstrated that awareness of the newly approved drug increased from 37% in the first wave baseline, to 57% in the second.

Last Word

Last word goes to the customer:

“You have gone the extra mile to train, educate, and create a sense of comfort for my sales team and the customers we serve..... The Clinical Nurse Educator program has been a wonderful value added benefit to our representatives and our customers.”

Contact us now to find out more about how Innovex can make good things happen for you.