



infiniteCXO
EMPOWERING HIDDEN POTENTIAL

Fractional CMO: Pharma Drug Launch

CHALLENGE

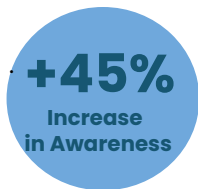
A large pharmaceutical client was preparing to launch a new drug during a period when pharmaceutical sales representatives were more incentivized to promote blockbuster drugs. The challenge was convincing the head of sales to allow the Erik Hawkinson (CMO) to launch the drug without a traditional sales force. The objectives were to:

1. Shorten the selling cycle by leveraging digital channels.
2. Educate healthcare professionals and prescribers effectively through online platforms.
3. Allow the sales force to focus on higher-margin products, thereby optimizing resource allocation.

APPROACH

Erik implemented a strategic digital-first approach to the drug launch, bypassing the traditional reliance on a sales force. This involved:

- Developing a comprehensive online education campaign aimed at healthcare professionals and prescribers. This campaign utilized webinars, virtual conferences, and targeted digital content to disseminate information about the new drug.
- Utilizing data analytics to identify and target key healthcare professionals who would benefit most from the new drug, ensuring that the educational content reached the right audience.
- Collaborating with digital marketing experts to create engaging and informative content that highlighted the drug's benefits and usage, thus fostering a deeper understanding and trust among prescribers.
- Implementing a robust feedback loop to continuously refine the campaign based on real-time data and prescriber feedback, ensuring that the messaging remained relevant and impactful.



CLIENT TESTIMONIAL

"Erik's ability to align our global strategy with our business objectives was unparalleled. His approach fostered a culture of innovation and efficiency that permeated throughout our team, inspiring confidence and collaboration. By focusing on targeted outreach and leveraging digital platforms, he redefined our market engagement strategies, setting a new benchmark for pharmaceutical launches. The success of this initiative not only underscores Erik's expertise but also his commitment to driving growth and excellence"

Global Pharmaceutical Sales Head, Women's Healthcare Pharma Client

FEATURED EXECUTIVE



Erik Hawkinson
CMO / CRO

"For Erik to take a model that has been proven over the years and integrate a large sales force with a pragmatic disruption to show immediate impact in sales paid for itself in weeks, not months."

**Head of Global Sales,
Pharma Company**