

New product launch – commercial & supply chain planning

A successful product launch needs many different tasks to be coordinated, and the supply chain aspects of a new product launch are as vital to the success as the others. In order for the first prescription to be filled as soon after Licence approval as possible there are various commercial and Supply Chain tasks that need planning many months before the launch date. These may include:

- **PIP codes and listing by Chemist & Druggist (on-line and hard copy)**
- **Other publications listing (BNF, MIMS, etc.)**
- **Individual GTIN codes (bar codes) for each pack**
- **Price approval from the Department of Health**
- **Inclusion on NHS database (dm+d)**
- **Inclusion of products on a Manufacturers Discount Scheme (MDS)**
- **Inclusion of products on GP prescribing systems (multiple systems)**
- **Establishing new items profiles at pre-wholesalers and wholesalers**
- **Negotiate stock-in with Wholesalers**
- **Negotiate manufacturing terms (minimum order quantity, lead time, etc.)**
- **Packaging at risk and delivery to warehouse in quarantine status**
- **QP release of product**
- **Supply of initial orders to wholesalers or others**
- **Monitor stock-in and initial pull-through sales**
- **Monitor sales and any potential returns from wholesalers**

An integrated plan agreed by all parties is essential in ensuring an efficient and effective launch, and HTF Associates are experienced in creating and managing this aspect of new product launches.

HTF Associates specialises in the Supply Chain operation in the Pharma Industry. This includes outsourced supply chain management, obtaining a Wholesaler Dealer's Licence (WL) from the MHRA, selecting pre-wholesalers and advice on all aspects of Supply Chain Management in the pharmaceutical industry.

For further information and help on this topic contact HTF Associates at enquiry@htfassociates.co.uk