

How a Startup Biotech Firm Commercialized its First Product

■ CHALLENGE

This small biotech firm had never brought a product to market. Without formulary placement and a streamlined access and reimbursement process, it would struggle to meet its goals.

The startup faced skepticism, particularly from payers, due to negative experiences with the same molecule in other indications. The startup needed a complete market access strategy to differentiate itself and appeal to payers, providers, and patients.

SOLUTION

Valuate Health devised a **market access strategy** that addressed every step of the commercialization journey for the small biotech startup across key market access areas, including both formulary coverage and patient/provider access and reimbursement support.

Next, Valuate helped the startup address skepticism about its new product with **in-depth interviews** to gain additional context.

Then it conducted **comprehensive training** to teach the small field team with limited launch experience how to navigate potential customer objections.

Finally, Valuate **prioritized tactics** that provided immediate impact at launch, equipping the field team with tools and resources to drive positive first experiences with the product.

RESULTS

78

enrollments in the product's patient support program within two months of launch ensured strong initial uptake.



The startup saw **high engagement with payers** at launch, many of whom praised the biotech's communicative and responsive field team.



And it achieved **positive payer impact with approximately 20% of lives covered** with no PA two months post-launch.