

# First-in-Class Orphan Drug Launch

## CHALLENGE

Client faced pre-launch challenges for a first-in-class orphan drug that benefitted a small patient subgroup that suffers from a rare and terminal disease.

A pre-revenue biopharmaceutical company with a focus on developing a therapy for a rare neurological disorder prepared to launch a first-in-class orphan drug for a small patient subgroup suffering from a terminal disease. We were hired nearly 2 years prior to the expected launch date and quickly internalized the needs, interests, objectives, visions, and expectations of the client. A key need for the client was a well trained field team.

## SOLUTIONS

ClinicalMind recommended and created an extensive range of advanced scientific training materials:

- + 14 training modules (slides, voice-over, pre-/post-testing)
- + An online KOL classroom to educate field personnel on key insights of the disease state and the newly developed drug
- + Preceptorships
- + A quarterly online forum for field personnel to remotely assemble to discuss and ask questions

Content was built with key educational areas of focus including

- + Information about the company to increase organizational awareness
- + Disease-state education
- + A profile covering the benefits, safety, and efficacy of the anticipated treatment
- + Information on advocacy groups and their role
- + Information on competitive technology in this space

We filmed interviews with the clinical trial patients and their families and physicians for integration into the field training. This approach provided insights into the emotional experience of the patients and their caregivers, fostering a realistic and empathetic perspective. Feedback from the team and client management indicated that the training was the best they had ever participated in.

## RESULTS

**With an acute understanding of the challenges of launching a novel therapy for a rare disease, ClinicalMind was able to develop scientifically rigorous content while still keeping the patient and caregiver voices prominent. This approach provides authenticity and speaks to the fact that in rare disease the patient and caregiver often influence HCP perceptions of therapy.**

**“The training modules were some of the best! Scientifically sound, clinically relevant and the addition of caregiver and physician videos really brought the disease to life! A great foundation of knowledge to build from.”**

—Director, Commercial Training