

Finding Success

A Proven Approach for an Emerging Specialty Pharma Company

Case Study



**SIDE EFFECTS
MAY INCLUDE:
COMPANY GROWTH**



Innomar Strategies
AmerisourceBergen



The Challenge

How did a Specialty Pharma Company launch their specialty pharmaceuticals to support the Canadian market?

By choosing the right vendor and creating an integrated approach designed for success.



The Approach

Understanding client needs

Reflected clients' immediate and long-term needs to ensure continual support.

Establishing an integrated solution

Created a highly coordinated project plan that clearly defined requirements for third-party logistics, quality assurance and Drug & Safety in one solution.

Deploying a cross-functional team

A cross-functional team, comprising appropriate subject matter experts, was involved in the Canadian launch, supporting short- and long-term vision and growth.



The Outcome

A seamless, successful launch of specialty pharmaceuticals and devices within the Canadian market, resulting in continued growth organically and by acquisition. This solution also has fully integrated and leveraged third-party logistics, QA and Drug & Safety, resulting in greater efficiency, customer service and quality.

Finding the right solution and the right partner is vital in ensuring a seamless experience for your customers.

Let us show you how we can help. Call 1-888-420-5457 or visit innomar-strategies.com/contact

Key Insight

As client needs evolve, you need a solution that has the flexibility and capacity to meet the changing needs in the Canadian marketplace.



At A Glance

- Efficient solution using all 3PL Services with a single Canadian vendor
- Comprehensive data tracking & reporting
- Effective pharmacovigilance and medical information support