

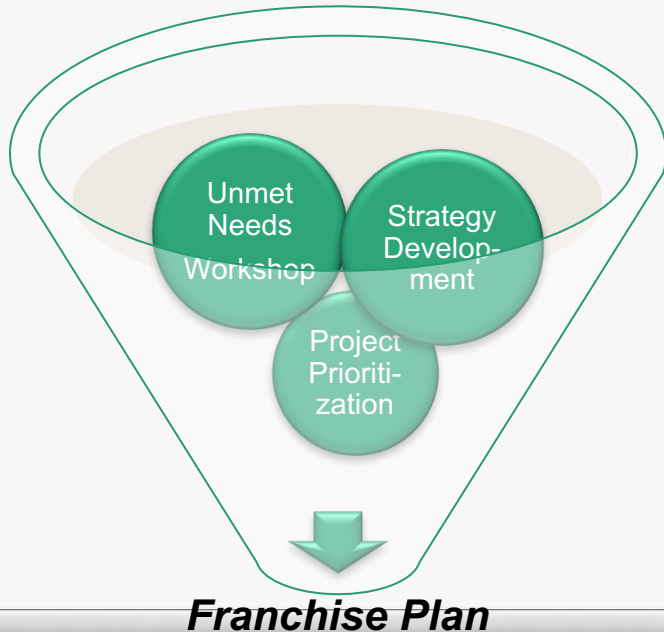
# Case Study: Franchise Planning

## Developing a Clear Vision of Pipeline Value

### Highlights

- Full global identification and sharing of unmet needs in the therapeutic area
- Cross-functional approach to prioritize unmet needs and craft supporting strategies
- Compelling franchise plan that retained project funding for the team

### Example: Key Inputs for Franchise Planning



### SITUATION

A Top 15 global pharmaceutical manufacturer with 40+ ongoing development projects in a single therapeutic area (franchise) needed to build a clear strategy articulating the value of ongoing projects and how they would drive success for the franchise in both the near and long-term.

Artisan was brought in to partner on the franchise strategy development and to build cross-functional alignment on the priorities identified.

### ARTISAN APPROACH

Artisan held a number of interviews with global and regional VPs and Presidents to build a base understanding of current and future unmet needs, with regional nuances highlighted.

A cross-functional workshop was then held to prioritize the unmet needs identified based on the company's ability to execute solutions against the unmet needs, opportunity size, and other key criteria. For the priority unmet needs, the team developed supporting strategies and tactics. Existing projects were then prioritized based on a rubric representing how they supported the core strategies, and additional projects were created to ensure full strategic execution.

A franchise plan, aligned on by the the various cross-functional stakeholders, was then created, with versions customized for target audiences (e.g. senior management).

### RESULTS

After incorporating strategies for in-line products within the franchise plan, our client **built cross-functional buy-in** for the franchise plan and was able to **retain funding for priority projects** in a time of significant cost-cutting by the company.