

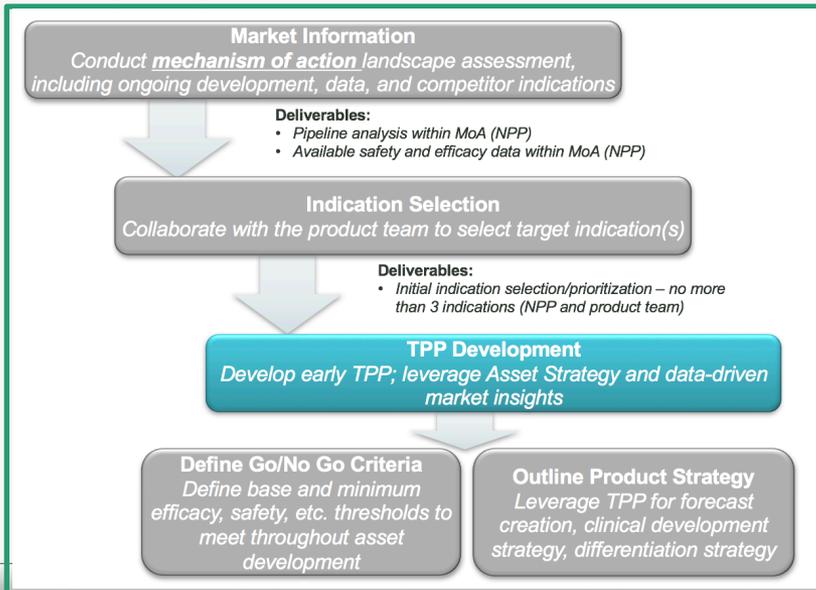
Case Study: TPP Development

Create Alignment on TPP Process and Content

Highlights

- Developed a new template and process for early-stage product TPPs
- Created TPP value story and facilitated cross-functional alignment
- Worked with NPP to run a pilot program with a product team

Example: Early-Stage TPP Development Process



SITUATION

The New Product Planning team at a Top 20 Biopharma company was struggling to create alignment and buy-in on early stage product TPPs. The product teams did not understand the value of an early TPP, and felt TPP development should happen after clinical data was generated.

The NPP team enlisted Artisan’s help to create TPP templates for each stage of product development, facilitate cross-functional buy-in, and run a pilot program to build momentum for the process.

ARTISAN APPROACH

Artisan conducted a series of interviews with stakeholders across the organization to understand their experience with TPPs, who was responsible for creating the document, and what the TPP was used for. TPP templates, customized for each phase of development, were then created. The process for TPP development was also outlined, as well as the functions the NPP team should collaborate with for each TPP component.

Artisan then facilitated a cross-functional workshop to align on the new content and structure of the TPPs and to ensure buy-in from all stakeholders.

Finally, we ran pilot programs with the NPP team for early stage assets, coaching the NPP team on how to effectively collaborate with the appropriate functions at each step and building alignment on the process with the the product team throughout the process.

RESULTS

The cross-functional product team now has improved visibility into how the TPP is used across the organization, as well as a better understanding of the TPP development process. The templates developed are used by the entire organization and the product teams are now aligned on the value of TPPs for early-stage products.