

# Driving Up Sales Numbers

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## Organizational Effectiveness

Organizational effectiveness is often defined as the efficiency with which an organization can meet its objectives. This state requires an organization to be productive with little or no waste.

Highly effective organizations exhibit strengths across five areas: strategy, stakeholders, organizational design, work processes and systems, and culture. For an organization to achieve and sustain success, it needs to adapt to its dynamic environment.

Evaluating and improving organizational effectiveness and efficiency is one strategy used to help insure the continued growth and development of an organization, and it will be the purpose of this work.

Our client, in the biotechnology industry, has been focused on developing, manufacturing, and globally commercializing innovative products that address unmet needs in the fields of severe burn and chronic wound management.

With an innovative product in the market, the organization now needed to think about how to drive sales effectiveness across multiple geographies.

## Building Market Access Capability

A nearly universal challenge faced by pharmaceutical companies today is the increasing shortage of competencies and talent in market access. In contrast to well-established functions like marketing and finance, the role of “access” is often ambiguous and lacks a common nomenclature and standard.

Clearly a lean organization, our client tapped SESIL PIR Consulting for its expertise in developing multi-faceted strategy, and inquired about support for the development of their multi-year, multi-channelled market access strategy.

## Bringing Patient Vision to Life

Understanding several trends are often complicating matters when it comes to market entry, SESIL PIR Consulting supported the organization by:

- Conducting a market study to understand the landscape, ensuring involvement of both internal and external stakeholders
- Segmenting strategies across geographic and developing tactical access action plans
- Aligning constituents within the organization to fuel key actions, relations, and measures
- Supporting resource management (tied to 1 and 3 year outcomes)
- Developing a value story and care protocol for launch preparation

## Year-over-Year Growth

The cost of any product development is rising, especially in drug development, as the healthcare budgets are constrained. By focusing on the value that the therapeutics provide, especially by improving outcomes for patients and strengthening relationships with physicians and payers, companies can optimize their route to market access with benefits for all stakeholders.

With this outlook, and because of the relationships built and strategies implemented, the organization could realize year-over-year growth of over 100% in market penetration, care unit increase, patient reach, and overall sales.

## Contact Us

For creating a customized approach and better global market strategies, and solving value, access, and outcome challenges across industries, please contact us at [sesilpir.com](http://sesilpir.com).