

Designing a strategy to establish a best in class, end-to-end distribution & value chain for a novel gene therapy



Client Challenge

The client, a large pharmaceutical company was preparing for the launch of a gene therapy product. Client aimed to design and implement a value chain / distribution strategy to enable the delivery of its gene therapy product to patients. The distribution strategy needed to account for the implications of a low volume, high value product.

Project Phases

Conducted internal interviews to understand product specifications and key internal factors impacting likely distribution models. Facilitated a 'design principles' workshop to align on high level value chain model and initial strategic options. Hosted a 'labeling scenario' workshop to identify potential impacts of product's label on its value chain design

Conducted external interviews with physicians, pharmacists and health center support staff across key markets and analyzed qualitative insights to inform distribution strategy design. Facilitated cross-functional workshops to align on value chain decisions and distribution model design for product, data, and financial flows

Structured seven workstreams with activity checklists for each workstream against a roadmap to guide timely implementation of the product's distribution strategy. Highlighted key workstream dependencies, expected outputs, capabilities to leverage, and teams involved to facilitate implementation plan

Outcome For The Client



Identification of critical decisions across value chain nodes and driving of key stakeholders to align upon decisions informing distribution



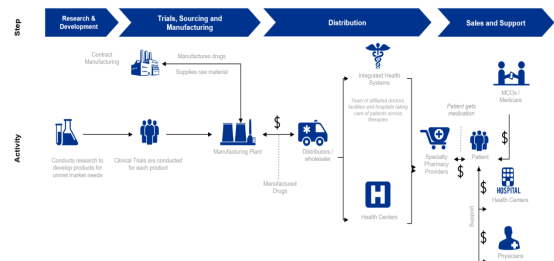
Outline of the product, data, and financial flows to support the delivery of the product from manufacturing site through patient administration



A structured implementation plan highlighting key activities for each function to execute to ensure product's distribution model was set up prior to launch

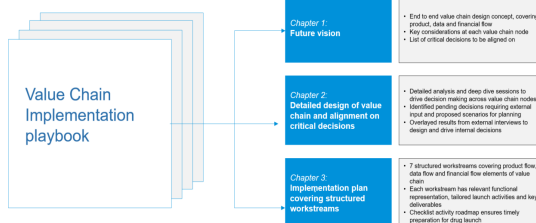
Design Concept of Distribution & Value Chain

End to end distribution value chain for Drug X



Implementation Playbook

Structure of implementation playbook for Drug X end-to-end value chain design



Implementation Plan

Implementation plan to guide execution of Drug X end-to-end value chain

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Medium-Term	Long-Term
Detailed design phase – 6 weeks						Mobilization phase 0 weeks	Execution phase 4-6 weeks
PEOPLE DESIGN							
PROCESS DESIGN							
TECHNOLOGY DESIGN							

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