



At McKesson Life Sciences, when we talk to biopharma companies who are interested in launching biosimilars, we have two key messages:

1. Understand the activities that drive access and move share.
2. Start the discussions at least twelve months before a planned launch.



The activities and services to drive access are critical to helping physicians overcome the operational barrier. Manufacturers must start well before the planned launch to identify the appropriate stakeholders, begin the discussions and set up services and capabilities.

In parallel, the biopharma company needs to focus early on the activities that will help move share, especially breaking down the clinical barrier by gathering provider insights and launching provider education and engagement efforts. As the launch date gets closer, commercial activities such as customer targeting and GPO contracting will help break down the last barrier, the economic barrier.

While a few biopharma companies have the capabilities to tackle some of these commercialization activities themselves, the vast majority still need to partner for one or more of these services. McKesson Life Sciences has a full spectrum of services available to help biopharma companies think through their biosimilar commercialization strategies. In fact, McKesson is building an ecosystem that connects biopharma companies, providers, pharmacies and payers to successfully develop and commercialize medications and maximize our collective impact on patients' lives.

For more information on how McKesson Life Sciences can help biopharma companies develop, market and deliver life-changing medications to patients, visit www.mckesson.com/biopharma/.

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