



POST-LAUNCH OPTIMIZATION

Two Labs' new **Post Launch Optimization** offering is a post-launch consultative service assessing the performance and effectiveness of your launch strategy. In our experience with over **250** drug launches, even the most comprehensive and scrutinized pre-launch strategies need to evolve due to fluctuating market dynamics. Additional indications, formulation changes, altered patient populations, and labeling changes are a few of the catalysts that can obsolete a current strategy.

The Post-Launch Audit gives your brand team an unbiased analysis of the following workstreams:



PATIENT SERVICES



COMPENDIA



TRADE & DISTRIBUTION



EHRx



Let's continue the conversation! Come meet our team of industry experts at Asembia to discuss your customized post-launch audit.

Email Jen Wallace at jen.wallace@twolabs.com to schedule time or let us know you'll be popping in. We look forward to meeting you!