

Case Study: Successful Program Management Facilitates Preparation For Marketing Applications



Situation:

A small clinical-stage biotech company with a novel platform to optimize stem cell therapies for a range of orphan diseases grew rapidly over a period of two years, experienced significant turnover, and lacked structure, processes, and tools to propel and manage their programs forward to prepare for marketing applications.

Challenge:

With rapid growth and significant turnover, the company did not have a cohesive culture or structure. Without the support required for their programs – generating timelines, developing systems to track accountability, and defining an effective communication strategy – individual program teams were inefficient while management lacked real-time information on progress.

The company needed to unify employees around its goal of filing a marketing application, using a clear roadmap to get to that next stage of growth. Without a robust program management system, the company risked delaying its marketing application, impacting all programs and adding significant costs.

Solution:

Halloran evaluated gaps in the company's processes and based on these findings, developed tools and templates for defining timelines, tracking action items, capturing critical decisions, logging programmatic risks and mitigations, and enhancing communication across the organization.

Such tools are fundamental to Program Management, helping teams to optimize their efficiency and offering a clear understanding of the status of all programs. Program Management can thus deliver greater value across the company.

The agreed-upon timeline:

- Analyze gaps and develop and implement tools in 6 months
- Facilitate tool and process adoption and oversight in 15 months

In addition to creating these tools and templates, Halloran mentored team members throughout the Program Management adoption and implementation process, using basic change management tactics to build morale among team members.

Result:

Employees adopted greater responsibility and accountability and embraced the criticality of structure and timelines. The company's programs were able to develop more effectively because the successful Program Management outcome included:

- Greater understanding of the value of risk identification and mitigation strategies Improved planning and enhanced organization-wide communication
- Cohesive coordination across the entire organization
- Stronger organizational alignment and morale

Program Management enabled the company to meet critical deadlines and deliver on its near-term goals to save time and money, and to preserve its competitive advantage

PROGRAM MANAGEMENT ENABLED A CLEAR AND STRATEGIC ROADMAP FOR THE COMPANY TO PREPARE FOR ITS MARKETING APPLICATION TO BE COMPETITIVE IN THE LIFE SCIENCES MARKETPLACE.

About Halloran

Halloran experts offer deep expertise in science and advanced knowledge of the development and commercialization lifecycle, leading clients through their most challenging business goals to achieve their greatest chance of success. Whether it is leading new company formation with a fully integrated development team at the ready, enabling investments with robust diligence or market assessments, or providing accelerated, durable development strategies for enhanced company value creation, Halloran is your development partner.

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Startup companies often don't understand the value of Program Management, even at an early stage. We often communicate that Program Management can help a company reach its next inflection point faster and at a lower cost, and is thus an investment, not just an expense.

YOLANDE HAYDON
LEAD CONSULTANT, HALLORAN

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Program Management

An effective Program Manager brings deep experience and valuable skills to support life science companies in achieving their goals as efficiently as possible. They strategize and lead, build and execute development plans, provide tools and templates to facilitate workflows, and utilize effective team management techniques throughout all stages of a company's product and portfolio development.

Program Managers evaluate integrated activities, understand risks and potential pitfalls to the critical path, continuously improve processes to find effective solutions, and build morale among the teams.

Halloran's Program Managers define the strategy within their clients' cross-functional teams and lead the development program through execution. Halloran's interim Program Managers offer their clients a competitive advantage through their integrated insights and learnings from the development of similar types of products in the industry.



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"WHY PROGRAM MANAGEMENT IS THE KEY TO SUCCESS FOR LIFE SCIENCE COMPANIES"

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