



Better growth starts here

with you.♦

Workshop

Eye drops for the treatment of myopia

- Developing a successful launch strategy for "All-clear eye drops"

June 27, 2024 | 16:00 -18:30 followed by dinner

Conducted by Simon-Kucher in cooperation with ZMM+

Workshop description

Getting the launch strategy of a new product right is of utmost importance for companies in the healthcare industry. Accordingly, it requires a thorough understanding of the competitive landscape and careful evaluation of the market potential from multiple perspectives to define the right price tag and product positioning strategy. Furthermore, in defining the right strategy, perspectives from multiple stakeholders have to be considered, ranging from patients and physicians to sick funds and regulatory authorities.

In the upcoming event, we will work with you to develop a launch strategy for an innovative medicine treating a widespread eye disorder (myopia, i.e. short-sightedness)! Note that no previous experience in the Healthcare/Life Science industry is required.

Each group will be accompanied by two of our experienced consultants and will later present their results and specific recommendations.

Location

Simon-Kucher Cologne | Im Zollhafen 24 | 50678 Köln



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Agenda

16:00 - 16:20	Introducing Simon-Kucher
16:20 - 16:35	Understanding the case
16:35 - 17:35	Solving the case
17:35 - 17:45	Break
17:45 - 18:15	Recap presentation
18:15 - 18:30	Q&A
From 18:30	Dinner & Networking

Application

Please send your application (resume with grades) for the workshop to Paula Liebig (paula.liebig@wiso.uni-koeln.de) by June 19, 2024.

About Simon-Kucher

Simon-Kucher is a global consultancy with more than 2,000 employees in 30 countries. Our sole focus is on unlocking better growth that drives measurable revenue and profit for our clients. We achieve this by optimizing every lever of their commercial strategy – product, price, innovation, marketing, and sales – based on deep insights into what customers want and value. With nearly 40 years of experience in monetization topics of all kinds, we are regarded as the world's leading pricing and growth specialist.