



CASE STUDY

Local Adaptation of a Global Medical Product Launch Package

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THE CHALLENGE

- The client wanted an English-language package to support the launch of a diabetes product in multiple countries in Europe.
- The content was to be adopted to meet country-specific requirements in local language launch packages for medical staff in China, Japan, and the Republic of Korea.

THE APPROACH

- An Enago scientific writing team with expertise in diabetes planned the launch package topics – overview, treatment guidelines, product information, competitors, and target congresses – in consultation with the client.
- The prototype launch pack was developed in English for the European region. An interactive product launch package was developed as a training tool.
- Country-specific launch pack adaptations were created by Enago scientific editors expert in local language translation (Chinese, Japanese and Korean). The launch package content was adapted to suit local regulatory and market requirements.



THE IMPACT

- On-time and on-target delivery of the launch package components led to enthusiastic transfer to medical stakeholders across the client's global marketplace.
- The smooth launch of the product across multiple world wide regions.
- Product education that supported the activities of country medical, regulatory, and commercial teams.
- Local country adaptation and language translation ensured effective training of physicians and other healthcare providers.