



LAUNCHPOINT
— HEALTHCARE —

**Helping International Healthcare Companies
Successfully Commercialise in Australia**

**Outsourced commercial, launch and field force solutions for pharmaceutical,
biotechnology and medical device companies.**



EXECUTIVE SUMMARY



Helping International Healthcare Companies Successfully Commercialise in Australia

Launching and growing healthcare products in Australia requires local market knowledge, strong healthcare professional relationships and a commercial partner who understands the Australian healthcare landscape.

LaunchPoint Healthcare partners with international pharmaceutical, biotechnology and medical device companies to provide flexible outsourced commercial solutions that accelerate product launches, strengthen healthcare engagement and deliver sustainable commercial growth.



20+ YEARS
COMMERCIAL
PHARMACEUTICAL
EXPERIENCE



GENERAL
PRACTICE,
SPECIALISTS
HOSPITAL
PHARMACY



PRODUCT LAUNCH
MARKET DEVELOPMENT
COMMERCIAL GROWTH



ESTABLISHED
AUSTRALIAN
HEALTHCARE
NETWORKS



LAUNCHPOINT
— HEALTHCARE —



20+
YEARS
EXPERIENCE



7+
PRODUCT
LAUNCHES



THOUSANDS
OF HEALTHCARE
PROFESSIONALS ENGAGED



QLD &
NATIONAL
NETWORKS



SALES
LEADERSHIP &
COMMERCIAL STRATEGY

OUR COMMERCIAL SOLUTIONS



Helping healthcare companies successfully launch, grow and optimise their brands in Australia



HEALTHCARE PROFESSIONAL ENGAGEMENT

Building trusted relationships across
GPs, Specialists & Pharmacy.



PRODUCT LAUNCH & MARKET ACCESS

Supporting product launches with
commercial strategy & market access.



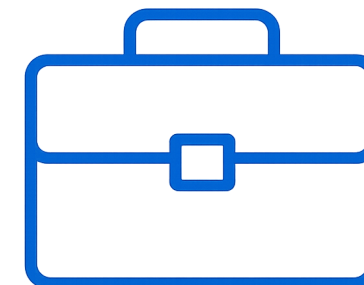
TERRITORY DESIGN & CUSTOMER TARGETING

Optimising territories & identifying
high-value healthcare professionals



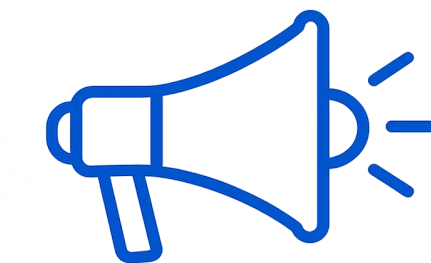
SALES TRAINING & COACHING

Developing high-performing field teams
through coaching, mentoring & training.



COMMERCIAL CONSULTING & ANALYTICS

Providing strategic commercial advice,
insights & performance reporting



MARKETING & BRAND STRATEGY

Supporting product positioning &
campaigns to maximise impact.

THERAPEUTIC EXPERTISE

Broad commercial experience across multiple therapeutic areas, supporting successful product launches and market growth.



DIABETES



OPHTHALMOLOGY



**PAIN
MANAGEMENT**



**WOMEN'S
HEALTH**



**MEN'S
HEALTH**



DERMATOLOGY



GASTROENTEROLOGY



PSYCHIATRY



**MEDICINAL
CANNABIS**



**CARDIOVASCULAR
MEDICINE**



BRISBANE PILOT PROGRAM

A low-risk way to validate your commercial strategy before expanding nationally.

LaunchPoint Healthcare enables international healthcare companies to test products, messaging and commercial strategies in one of Australia's fastest-growing healthcare markets before investing in a national rollout.

WHY BRISBANE?



Growing population of more than 2.7 million



Excellent representation of Australian healthcare demographics



Strong GP, Specialist, Hospital and Pharmacy networks



Lower commercial investment than a national launch



Rapid generation of market insights and customer feedback

WHAT WE DELIVER



Market assessment



Territory planning



Healthcare professional engagement



Product launch execution



Commercial reporting & analytics



Recommendations for national expansion



OUTCOME

VALIDATE. REFINE. SCALE.

Reduce risk while building confidence before a broader Australian commercial rollout.



BRISBANE

Australia's lifestyle capital and a gateway to national commercial success.



HOW WE WORK TOGETHER

A collaborative 5-step process designed to drive commercial success and deliver measurable results.

OUR 5-STEP PARTNERSHIP PROCESS



01 DISCOVER

We understand your objectives, product and market to identify opportunities and challenges.



02 PLAN

We develop a tailored commercial strategy with clear priorities, target audiences and success measures.



03 DEPLOY

We deploy experienced commercial professionals with the right expertise and local market knowledge.



04 EXECUTE

We deliver high-quality engagement and execution to drive adoption and commercial growth.



05 OPTIMISE

We measure performance, provide insights and continuously refine strategy to optimise results.



THE LAUNCHPOINT ADVANTAGE



Flexible commercial resources
without permanent overheads.



Rapid deployment
for product launches and growth.



Senior pharmaceutical expertise
from day one.



Scalable support
to match your business needs.



Performance-focused execution
driving adoption and market share.



Transparent reporting
and measurable commercial outcomes.



**BUILT ON PARTNERSHIP.
FOCUSED ON RESULTS.**

We work as an extension of your team, aligned to your goals and committed to delivering real commercial impact.



LAUNCHPOINT
HEALTHCARE

STRATEGIC PARTNERSHIP



COMMERCIAL EXCELLENCE



MEASURABLE RESULTS



WHY CHOOSE LAUNCHPOINT HEALTHCARE?

With more than 20 years of pharmaceutical commercial experience across Australia and the UK, Nathan has successfully launched, grown and managed products across General Practice, Specialist, Hospital and Pharmacy channels.

Having held roles in medical sales, business development, sales leadership and commercial consulting, Nathan understands the challenges faced by both emerging biotechnology companies and established pharmaceutical organisations.

LaunchPoint Healthcare was founded to provide flexible, high-quality commercial solutions that combine strategic thinking with practical execution, helping healthcare companies successfully commercialise products in Australia.

Nathan Barden

Founder & Managing Director



20+ YEARS

PHARMACEUTICAL COMMERCIAL EXPERIENCE



QUEENSLAND BASED

SERVING CLIENTS AUSTRALIA-WIDE



KEY EXPERIENCE

- ✓ 20+ years pharmaceutical commercial experience
- ✓ 7+ product launches across multiple therapeutic areas
- ✓ State Sales Management & Field Coaching
- ✓ General Practice, Specialist, Hospital & Pharmacy expertise
- ✓ Marketing, Brand Strategy & Commercial Consulting
- ✓ Queensland and National healthcare networks



WHY CLIENTS CHOOSE LAUNCHPOINT

Clients work directly with Nathan, ensuring senior-level commercial expertise, responsive decision-making and personalised service throughout every engagement.

Every project is delivered with a focus on measurable commercial outcomes, long-term partnerships and practical solutions tailored to each client's objectives.



QUALIFICATIONS

- ✓ Medicines Australia Representative Certification
- ✓ Certificate IV in Training & Assessment
- ✓ Bachelor of Arts (Honours) – Marketing Design



CAREER EXPERIENCE



Commercial experience gained across leading Australian and multinational pharmaceutical organisations.



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NATIONAL
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SALES
LEADERSHIP &
COMMERCIAL STRATEGY



Let's Talk

Ready to launch, grow or validate your
commercial strategy in Australia?

Nathan Barden

Managing Director



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| Brisbane, Queensland, Australia



Helping international healthcare companies
launch, grow and **succeed** in Australia.

STRATEGIC PARTNERSHIP



COMMERCIAL EXCELLENCE



MEASURABLE RESULTS

