

# Launch Timeline (I) – Creating a Competitive Launch Timeline [DP-12-1]

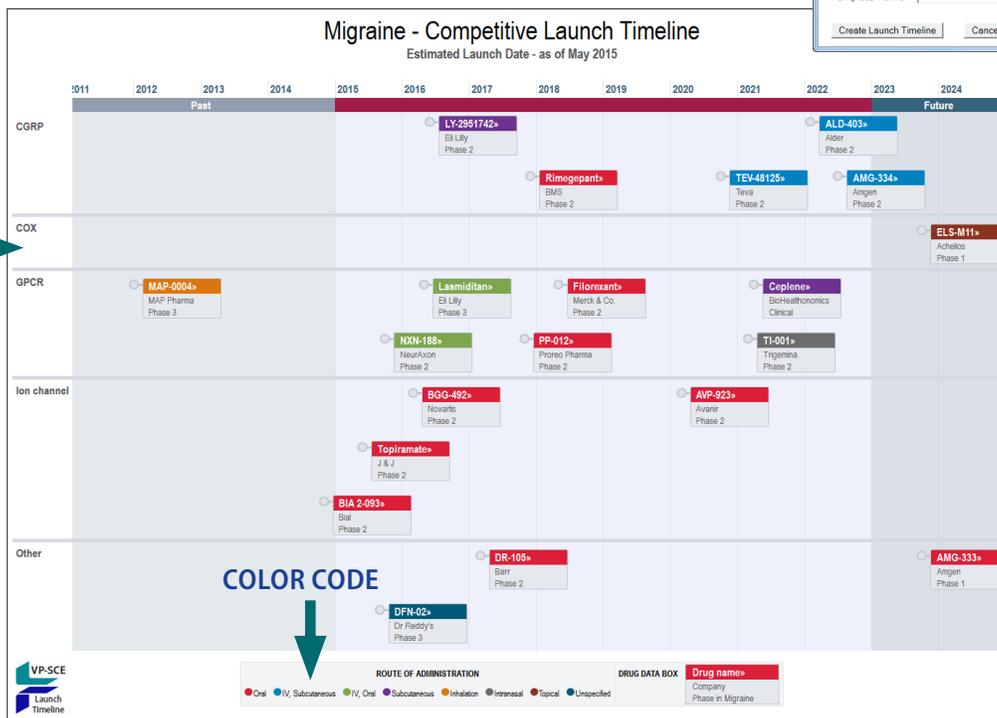
This recipe shows how to create a launch timeline visualization showing estimated launch dates for a set of drugs arranged into horizontal categories, or lanes. This type of chart is also sometimes called a “swimlane” or “fishbone” chart. Most of the data is drawn from a drug pipeline table (see below) with an added column for the estimated launch date. The launch timeline is created in VP-SCE and can be saved as an interactive HTML report.

This example shows a competitive launch timeline for migraine drugs in May 2015. The estimated launch dates were calculated from trial data using the Launch Timeline (II) recipe.

	Drug name	Lane (alternate)	Estimated Launch Date	Company	Phase in Migraine	Route of Administration (Cleaned)
1.	LY-2951742	CGRP	6/1/2016	Eli Lilly	Phase 2	Subcutaneous
2.	Rimegepant	CGRP	12/1/2017	BMS	Phase 2	Oral
3.	TEV-48125	CGRP	10/1/2020	Teva	Phase 2	IV, Subcutaneous
4.	AMG-334	CGRP	7/1/2022	Amgen	Phase 2	IV, Subcutaneous
5.	ALD-403	CGRP	2/1/2022	Alder	Phase 2	IV, Subcutaneous
6.	ELS-M11	COX	10/1/2023	Achelios	Phase 1	Topical
7.	MAP-0004	GPCR	1/1/2012	MAP Pharma	Phase 3	Inhalation
8.	NXN-188	GPCR	10/1/2015	NeurAxon	Phase 2	IV, Oral
9.	Lasmiditan	GPCR	4/28/2016	Eli Lilly	Phase 3	IV, Oral

ESTIMATED LAUNCH DATE

Migraine - Competitive Launch Timeline  
 Estimated Launch Date - as of May 2015



LANE LABEL

BOX LABEL

COLOR CODE

ADDL BOX LABELS





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### How did we create this?

#### SEARCHES:

- Searches were conducted in Adis R&D Insight, Citeline Pharmaprojects, and Thomson Reuters Cortellis. A complementary search was conducted in Citeline TrialTrove and ClinicalTrials.gov for drugs selected for inclusion in the timeline.

**RECIPES:** Extracting the Highest Phase for an Indication

#### BIZINT SMART CHARTS FOR DRUG PIPELINES

1. **Create a combined chart:** Import each set of search results into BizInt Smart Charts and use **File | Combine** to create a combined chart.
2. **Identify related records:** Use **Tools | Generate Common Drug Names** to identify related records.
3. Ensure that any columns you want to review are visible. Use **View | Columns** to add or remove as you wish.
4. **Extract phase in indication:** Follow the steps in the recipe Extracting the Highest Phase for an Indication
5. **Select drugs to include:** Hide rows for any drugs that you want to omit from your timeline.
6. Save the chart file and then use **File | Send to Reference Rows** to open the chart in BizInt Reference Rows.

#### BIZINT SMART CHARTS REFERENCE ROWS

7. **Prepare the data for the timeline:** *In addition to phase in indication, you will need a column for each component of the timeline. These will be based on pipeline data but may require further selection, such as picking a single company, and cleanup, such as identifying a shorter company name.* Rather than editing the original columns, either use **Edit | Add Column** to create new columns or export to VP-SCE and return as new columns for each timeline component. *For our example timeline we will need these columns: drug name, company, phase in indication, route of administration, and mechanism of action.*
8. **Add estimated launch dates:** Use **Edit | Add Column** and rename the created column "Estimated Launch Date". Enter dates for each box that will appear on your timeline. *You can calculate dates from clinical trial dates as shown in the following recipe, Launch timeline (II) Calculating estimated launch dates from trial dates.*
9. Use **File | Export** to export the chart as Vantage Point - Smart Charts Edition (creates a .vpxi file.)

#### VANTAGEPOINT - SMART CHARTS EDITION (VERSION 9.1 OR HIGHER)

10. **Create the Launch Timeline:** Use **Scripts | Create Launch Timeline** and select the fields that you want to include in your launch timeline. Field selections used in this example are shown on the opposite page.
  - Field for **Box Labels:** used for the drug box label - white text on colored background (e.g. Drug Name in this example)
  - Field for **Lane Labels:** used to label the lanes on the left of the timeline (e.g. targets)
  - Field for the **Launch Date:** the estimated launch date, used to plot the drug boxes
  - First Year/Last Year: defines the date range of the launch timeline
  - Fields for boxes/tooltips: optional additional labels for the drug boxes (up to 3). These fields can also be used as "tooltips" when your mouse hovers over the drug box in the HTML version.
  - Field for color code: used to color code the drug boxes (e.g. MOA in this example). For the radio button, you will generally pick "Each item in Field."
11. Click on the **Create Launch Timeline** button to open your launch timeline in a VP-SCE window. In VP-SCE, you can click on each box to get more detail.
12. To save the launch timeline as HTML for viewing in a browser, right-click on the timeline and select Save As. *Saved timelines can be viewed in a browser and retain some of the same interactivity- you can zoom, scroll, and click on a drug name to view the record on the publishers' site.*
13. You can edit the title, subtitle and other information in the HTML window or the VP-SCE window.

