

Think Tank — Key Elements of Successful Launches

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In today's increasingly competitive and fast-moving pharmaceutical landscape, the path to a successful launch demands far more than scientific promise; it requires a modern, multidimensional approach that unites innovation, insight, and execution. From leveraging digital engagement and real-world evidence to drive differentiation to embedding patient, provider, and payer perspectives early and often, leaders agree that meaningful launch impact stems from deeply understanding stakeholders and acting on their needs. We learned from six experts about how launch excellence is no longer defined by a single tactic or moment, but by the orchestration of people, platforms, and processes that transform great therapies into lasting brand success.



We Asked:



What role does innovation — whether in digital engagement, real-world evidence, or patient support — play in maximizing launch impact?



How can insights from patients, providers, or payers most effectively shape launch strategy and execution?



What do you see as the single most critical factor in ensuring a successful pharma product launch, and why?



How do you balance speed-to-market with the need for thorough preparation and stakeholder alignment during a launch?