

IQVIA Launch Excellence

Plan smarter, align faster and execute intelligently to drive day-one impact

IQVIA Launch Excellence integrates planning, evidence, stakeholder engagement and end-to-end strategic support from pre-launch planning through post-launch optimization. The approach is grounded in three decades of experience and analysis of more than 1,000 innovative launches and is built around the five success factors (at right) shown to be critical to launch success.



Aligned and prepared organization



Comprehensive healthcare system, patient and market insights



Powerful evidence-based value proposition and access



Effective and efficient stakeholder engagement



Sustained performance measurement and optimization



Deep launch expertise

5,000+ product launches supported in 120+ therapeutic areas



GTM engagement

500+ go-to-market launch strategies developed



Global scale, local reach

86,000 experts in **120+ markets**

How IQVIA helps

Brand strategy

The first six months represent the most decisive window for long-term brand success. IQVIA research shows that 80% of launches continue the trajectory established in this initial period for the subsequent five years, which means most launches have only one shot at success. By preparing early, aligning cross-functional teams around a clear operating model, activating evidence, and continuously optimizing performance, IQVIA's focused and efficient launch approach builds strong early momentum to drive sustained brand impact and long-term value from day one.

HCP engagement

Early adoption is shaped by how effectively HCPs are engaged. Orchestrated, preference-led HCP engagement is critical to capturing momentum during the crucial six-month window post-launch. IQVIA helps brand teams coordinate outreach that is timely, relevant and aligned to HCP decision cycles. By integrating launch strategy with precise segmentation and engagement journeys across field and digital channels aligned to prescription decision cycles — and continuously refined as the market evolves — we help brands accelerate adoption and act responsively post-launch.

Patient engagement

Patient engagement is a critical driver of launch impact. Brand teams must proactively address the real-world barriers that delay diagnosis, limit access and undermine early adoption. IQVIA integrates patient engagement directly into launch planning, using patient journey insights plus analytics to pinpoint bottlenecks and prioritize interventions. Through segmentation that focuses on support where it matters most, and scalable services that help patients start and stay on therapy, this connected approach accelerates time to impact and strengthens long-term brand performance.



Analytics & insights

As launch dynamics evolve rapidly across markets, stakeholders and channels, brand teams must move beyond static reporting to continuously monitor what matters and take timely action. IQVIA embeds analytics into launch execution by defining the right key performance indicators (KPIs), integrating multiple data sources, and delivering dynamic performance management to provide a clear, near real-time view of launch health. By identifying early indicators of risk and opportunity and enabling rapid course correction, connected analytics help teams act faster and allocate resources to maximize launch performance during the first six months and across the commercial lifecycle.



All supported by IQVIA AI



AI supports launch excellence when measurement converts to action, and decisions become easier to execute consistently. IQVIA applies AI-enabled analytics and decision support to strengthen planning, execution and monitoring, helping teams surface signals sooner and act with greater precision. This approach supports more confident decisions and more responsive optimization while maintaining trust, transparency and compliance.

An integrated AI-enabled launch model drives the productivity curve upwards. The future launch model is integrated with embedded AI across every stage of the lifecycle, agile enough to adapt to new data and signals and enable faster pivots, and intelligent enough to drive real-time precision insights. Contact us to learn more about how we can help you prepare for your upcoming launch.

*Maximize launch precision, speed and impact to optimize brand value.
Connect strategy, evidence, engagement and performance measurement
to drive stronger day-one readiness and sustained results.*

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