Launching a New Therapy?

Your communications strategy may matter more than ever

Launch success is determined in the first six months.

Introducing today's therapies to the market is more complex than ever due to heightened evidence scrutiny, stronger competition, an increasingly intricate stakeholder ecosystem, and more complex dependencies and relationships among patients, payers, and providers.

You only get one first launch

Impact

Success requires creating a compelling story that starts well before launch. Determining precise communication, orchestration, and engagement strategies to win the moments where belief and behavior change are possible during pre-launch and launch phases will greatly impact the performance of the newly introduced brand. Setting the right plan is the best course for a successful launch:

- **80%** of launches continue on the trajectory set in the first 6 months of launch
- **Only 10%** of all launches achieve excellence in more than 1 country[1]
- **50%** decrease in average first year sales during 2020-24 vs. 2013-19[2]

Additional considerations

Critical dimensions impacting launch strategy communications

- **Complex stakeholder audiences:** Payers, HCPs, KOLs, and patients
- **Multiple evidence sources:** Clinical trials, real-world evidence, published literature, and primary market research
- **Lifecycle concerns:** From pre-clinical research through loss of exclusivity
- **Adaptability:** Planning for evolving diseases, treatments, and healthcare environments

Powered by healthcare-grade data, insights, and human expertise

Solution

IQVIA Health Communications Group delivers pre-launch and launch communications excellence

- Behavioral science capabilities
- Patient advocacy strategy
- Stakeholder engagement planning
- Brand marketing
- Publication strategy
- Training programs
- Strategic communications expertise
- Medical strategy and planning
- Scientific communications expertise
- Global project management specialists
- World's largest data lake of publications and conference citations for expert identification and measurement of Share of Scientific Voice

Evidence

Proven impact across integrated health communications

20 of the top 20
pharmaceutical companies supported by IQVIA Health Communications Group

25+ years
serving as a scientific agency of record

65+ products
launches supported Globally and in the U.S.

23.1 million
Healthcare professionals engaged

30+ brands supported from pre-launch through post-launch.

280+ brands
supported across medical and commercial.

13 agencies in
12 countries across
4 continents

700+
Advisory boards annually

600+ strategic communications experts worldwide

Set your strategy for launch success

Partner with IQVIA Health Communications Group to create evidence-based value messages, engage the right stakeholders, differentiate your therapy, and maximize launch readiness.

Sources:

[1] Launch Excellence IX, IQVIA Thought Leadership

[2] IQVIA Launch COE; Modern Launch: The New Playbook for Brand Commercialization in Pharma, IQVIA US Thought Leadership, 2025

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