

Top Launch Challenge: Accelerating Field Activation

Q

Why do over 33% of new product launches in the U.S. fail to meet forecasts?

A

The top challenge: delivering insights to field teams quickly.

61%

of leaders say translating analytics into rapid field action is a top launch challenge

94%

of field teams don't receive daily alerts



Patient sees HCP



Treatment/
diagnosis
of interest



Rapid
field alert



within 24 hours



1-3 weeks



Traditional
field alert

Slow, traditional alerts mean field teams can miss critical opportunities to influence care.

Daily insights for the field:

- Improve HCP outreach
- Optimize how field reps spend their time
- Help more patients start on therapies faster

Dive deeper into field activation and launch in our new research report.

