

Within3

Insights management for commercial teams

Preparing for launch with the help of technology



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A product launch is the final, crucial stage in the drug development process. It's the responsibility of pharma commercial and marketing teams to get years of work over the line – to overcome the myriad complexities of regulatory compliance, market fluctuations, and other unseen events to bring new drugs to market and put them in the hands of patients and HCPs.

In recent years, we've seen how product launches – already complex and unpredictable – have been thrown into disarray by the effects of the pandemic. And while the chaos of the last few years has slowly died down, it's clear that commercial teams must strive to futureproof launch processes ahead of any future disruption. After all, where drug launches are concerned, Murphy's Law often applies: 'whatever can go wrong, will go wrong'.

“As pharmaceutical companies reshape their commercial models to prepare for the uncertainties ahead, **personalization and digital enablement will be crucial to launch success** in the new environment.”

– MCKINSEY

+ Digital Insights

GUIDE

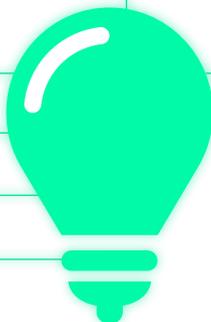


In this guide, we'll explore some of the forces driving change within the commercial landscape, and discuss how [insights management technology](#) can help teams achieve operational excellence while preparing for an uncertain future.

“The great majority — **83 percent** — of executives expect to further restructure their commercial model in the next two to three years.”

– STRATEGY&





INSIGHTS MANAGEMENT: WHY NOW?

For commercial teams, success is dependent on decisions based on countless insights – insights drawn from HCPs, experts, payers, and numerous other data sources. When those insights are better – more accurate – commercial teams can make better-informed decisions, and be better prepared for potential disruption.

Insights management – the process of gathering, organizing, and analyzing information from various stakeholders to create a scientific narrative and launch a new product – was traditionally a fragmented, manual process. Insights management technology can bring these fragmentary processes together, helping to improve the quality and availability of insights for commercial teams.

But why now? After years of non-stop disruption, is the time really right for a shift in how pharma companies operate?

“Akin to every other industry, pharma companies will need to review and re-invent their business models – to adjust to new social and commercial realities.” - [WNS](#)

ADDRESSING HISTORICAL VULNERABILITIES

The COVID-19 pandemic was a chaos agent without recent precedent. Supply chains, manufacturing facilities, and R&D processes ground to a halt, and patient and consumer behaviors changed significantly overnight. But it would be a mistake to think that ‘business as usual’ was always smooth sailing for commercial teams. Even pre-pandemic, launching a new drug was complex and uncertain.

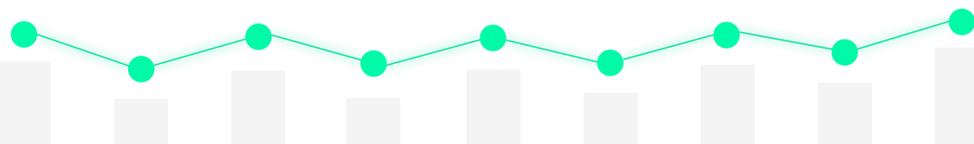
“40% of worldwide drug launches between 2009 and 2017 failed to meet their two-year sales forecasts.” - [MCKINSEY](#)

For commercial teams, the pandemic merely accentuated vulnerabilities in existing processes. If they fail to address these vulnerabilities and modernize now, they’ll remain open to further disruption in future.

EMBRACING A NEW NORMAL

The phrase ‘new normal’ has become cliché in the post-pandemic era, but like most clichés, it’s because there’s more than a kernel of truth to it. The pandemic truly let the genie out of the bottle for the pharmaceutical industry. Lockdown measures drove many industries to embrace a more remote working environment and minimize in-person interactions, and for the pharma industry, this effectively left sales reps out in the cold.

“Over 40% of physicians are restricting access to sales reps” - [ONEKEY DATA](#)





Another consideration is the sheer number of data streams commercial teams are now exposed to. Data is only valuable if teams are able to translate that raw information into insights. Without the support of insights management technology, life science teams can easily become overwhelmed with the volume of data, and valuable insights can become lost in the noise.

“The amount of information that can be gathered and exploited has mushroomed due to technology. It has become impossible for senior executives to base decisions on the information they’ve built up through personal experience.”

- [INSIGHT MANAGEMENT ACADEMY](#)

TECH MATURATION

It’s crucial that tech investment is made at the right time. Immature, unproven technology can fail to offer a return on investment for life science companies, while commercial directors might struggle to present a strong business case for investing in immature solutions. Insights management technology has reached the crucial part of the tech maturity curve where investment is no longer a gamble: it’s an imperative.

“Digital tools have been at least **piloted by 90% of pharmaceutical companies** as a way to engage providers or offer disease, product, or service-specific medical education.”

- [STRATEGY&](#)

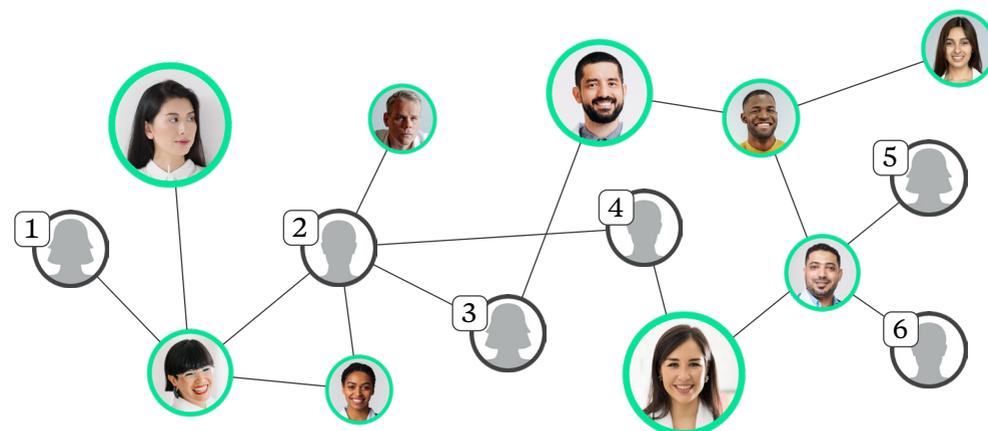
The transformative power of insights management for commercial teams

Insights management technology can help commercial teams achieve operational excellence in the following areas:

HAVE CONFIDENCE IN YOUR ENGAGEMENT LIST

Commercial teams can never be 100% sure about the quality of their engagement lists. Are you missing out on key influencers and trust brokers, and the crucial insights they provide?

Insights management technology for commercial teams uses advanced network analytics to uncover the true opinion leaders and trust brokers within a disease community. Network analytics looks beyond publication history and examines the connections between HCPs, experts, and institutions – revealing the influential ‘invisible college’ capable of revitalizing your engagement list.



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GAIN A CLEAR VIEW of the TREATMENT LANDSCAPE

Insights management technology uses a variety of tools to provide a clear view of the treatment landscape a drug or medical device is launching into. Social listening offers an insight into the conversations that are happening online – including between HCPs, other KOLs, and pharma companies. By using social listening, commercial teams can determine how these groups are responding to marketing materials, gather opinions on new drugs or medical devices, and get their views on existing treatment options.

“Product A has been well tolerated in younger infants, but older infants have had lots of safety scares. Families were scarred by seeing their children so sick, and HCP feels they can’t get over this. Possible negative community feelings on Product A.”

Sentiment analysis

Grammatical understanding

Medical-trained concept analysis

Combining social listening with natural language processing and sentiment analysis allows commercial teams to learn how potential customers might feel about these subjects. Sentiment analysis can reveal whether patients and HCPs feel positive, negative or neutral about a particular topic, enabling commercial teams to make more strategic decisions on how to position and market new drugs or devices.

challenges unmet needs perspective
patients opportunities treatment
KOLs advocates compliance



Closes in 10 Days



GUIDE



Ali Chiu, MD Moderator 12:34 PM



Patient 32 12:38 PM



Patient 15 12:45 PM

ENGAGING HCPS and EXPERTS

Insights management technology allows commercial teams to conduct conversations with diverse, global audiences through asynchronous virtual engagement. Participants can engage any time, from anywhere – regardless of time differences, schedule conflicts, or language barriers. And with the option of anonymous double-blinded discussions, they’re free to share their unvarnished opinions on new or existing treatment options.

Asynchronous virtual engagement enables commercial teams to gather valuable opinions on marketing collateral, new drugs and devices, or existing treatment landscapes – all without the risk of hierarchy bias, privacy concerns or non-compliance.

“Commercial and medical teams need to challenge the status quo to drive effective customer engagement. The organizations that reach the most HCPs in the next two decades will be those that provide relevant information through deliberate, timely interactions at every turn.”

– PFMEDIA



Adopting insights management technology

The time is right for commercial teams to adopt insights management technology. The pandemic exposed historical vulnerabilities in existing operating models, and insights management can address them. There are a huge and growing number of data streams, and insights management can bring order to these invaluable sources of information. And, as we have seen, the technology has reached a level of maturity that can deliver business value today – and long into the future.

Within3 has built the world's first insights management platform for commercial teams. As the world leader in insight management, we can give you the power to better understand your market and the key influencers within it, gain diverse insights through better stakeholder engagement, and obtain answers more quickly via faster analysis. You can collaborate asynchronously at any time, anywhere, in almost any language – bringing a diverse range of experts to the table to generate actionable insights you'd never have unlocked otherwise.

[Experience the transformative power of insights today.](#)

“Historically, pharma has always been very siloed, and structured data was power... Even when the willingness was there, it was just technically impossible.”

“**But there is hope...** The technology is finally there, and we can connect all the data sources in a clean, single point, so that it can be extracted, cleaned and structured in a usable way.” – [PHARMAPHORUM](#)

ABOUT WITHIN3

Within3 is the world leader in life science insights management. Our insights management platform empowers you to understand your market and its key influencers better, gain diverse insights through better stakeholder engagement, and obtain answers more quickly through faster analysis. The insights management platform lets you collaborate anywhere, anytime, in nearly any language. It reveals the influencers and relationships within your disease community through powerful network analytics. And it uses the power of artificial intelligence to unlock trends and sentiments from field team interactions. To learn more about the insights management platform or to request a demo, visit www.within3.com.