Veeva
BUSINESS CONSULTING

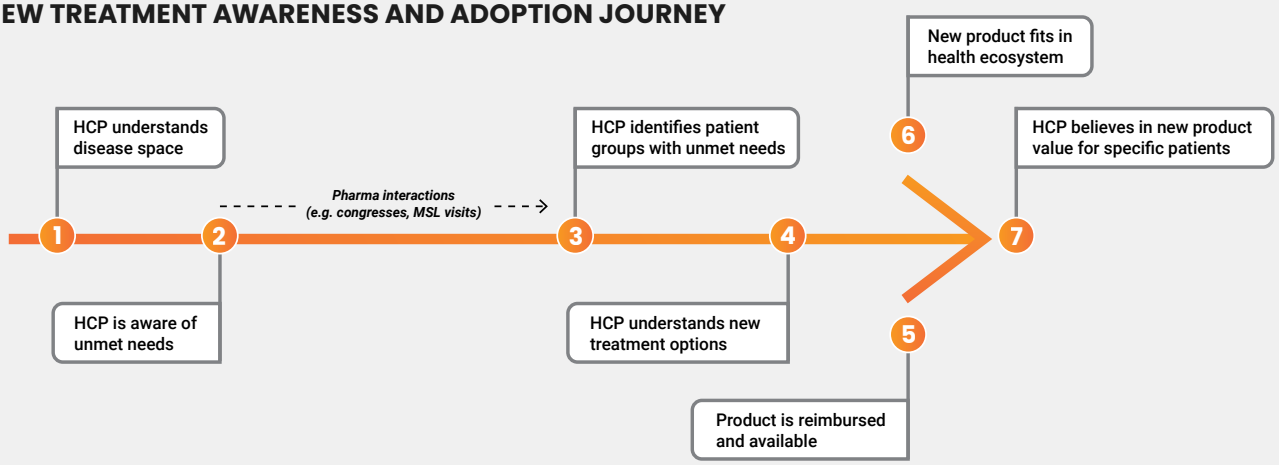
SOLUTION BRIEF

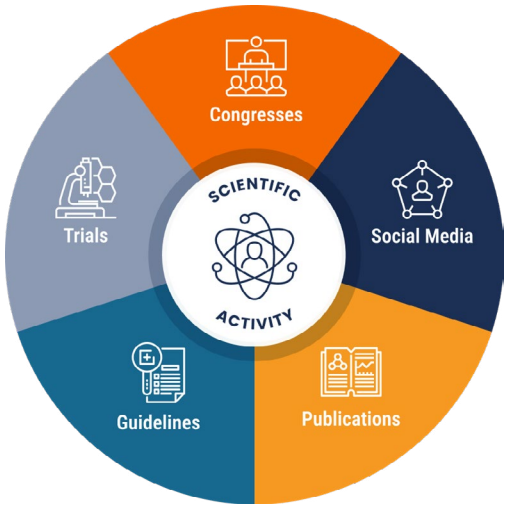
Launch Acceleration: Veeva's Data-driven Approach

Veeva's launch acceleration strategy focuses on the new treatment awareness and adoption journeys of the most relevant healthcare professionals (HCPs) and key opinion leaders (KOLs).

Launching a new drug has always been fraught with risks and today three in four launches fail to meet or outperform forecasts.[1] Early medical engagement improves the likelihood of launch success: Veeva Pulse data shows that pre-launch field medical education can lead to a 1.5x increase in treatment adoption. Similarly, biopharmas with higher investments in pre-launch scientific activity experience 40% faster treatment adoption.

NEW TREATMENT AWARENESS AND ADOPTION JOURNEY





1.5x increase in treatment adoption with pre-launch field medical education[2]

40% faster treatment adoption for biopharma orgs with higher investment in pre-launch scientific activity[3]

[1] Strategy&, 'Bridging Pharma's $200 million commercial gap', 2023
[2] U.S.-based analysis of migraine products using data from Veeva Link, Veeva OpenData, Veeva Compass, and Veeva Pulse, March 2019-June 2023
[3] US based analysis of oncology products using data from Veeva Link, Veeva OpenData, Veeva Compass and Veeva Pulse, October 2020 – April 2024

To overcome these challenges and capitalize on unique insights within Veeva Data Cloud, Veeva Business Consulting provides launch teams with accelerators that can be deployed across the launch lifecycle.

VEEVA LAUNCH ACCELERATORS

Market Accelerator

Unique market insights to prepare and direct teams in launch preparation

- Scientific readiness
- Market sizing & forecasts
- Competitive landscape

-24 months

Universe Builder

Understand your HCP universe with data-driven KOLs, early adopters, and commercial targets

- Patient journey mapping
- KOL segmentation
- HCP, KAM, marketing segments

-18 months

Team Stand Up

Prepare and deploy your teams with cross-functional & cross-portfolio strategy

- Field team sizing
- Field team deployment
- Engagement planning

-18 to -12 months

Launch Control Tower

Your one-stop shop for tracking the key insights and milestones you need pre- and post-launch

- Medical alert monitoring
- Product sentiment & SOSV
- Local performance KPIs

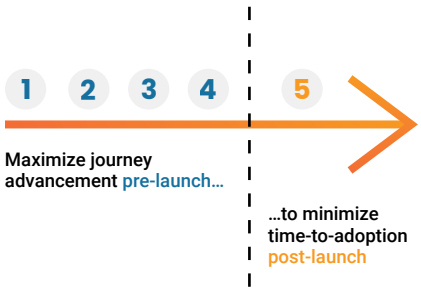
-6 to +12 months

POWERED BY Veeva Data Cloud

Saving launch teams up to 6 months and increasing treatment adoption by up to 20%

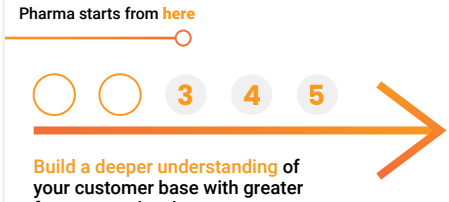
Together, these capabilities help teams go earlier, deeper, and faster during launch. Simple changes can unlock transformative change, enabling more consistent execution across markets and driving up to 25% difference in post-launch treatment adoption.

Start Earlier



Scale early engagement to maximize impact of pre-launch activities

Go Deer



Identify and prioritize HCPs with higher propensity for early prescription

Move Faster

Increase the impact of each interaction through better use of data and local strategies

To find out more, contact Veeva Business Consulting
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