

Mapping the Modern Launch: Strategic Planning for Patient-Centered Success

Launching a pharmaceutical brand requires seamless coordination across internal teams, external partners, and patient-facing services. Without a 360-degree view of the patient, manufacturers risk fragmented experiences, inefficiencies, and missed engagement opportunities. A strategic, patient-centric approach fosters cohesive communication, optimized touchpoints, and stronger patient connections—driving better outcomes and long-term brand success.

Most Launches Miss the Mark

Despite record levels of biopharma innovation, industry reports show that drug launches remain increasingly difficult to execute successfully:



Risks of Ineffective Pre-launch Planning

	Potential Risk	High Risk	Business-Critical Risk
Possible	Weak brand association	Lack of operational flexibility resulting in missed timelines and an inability to adapt to shifting market demands	Long-term operational burdens from temporary solutions that become permanent due to lack of adaptability
Moderate chance	Onset of engagement erosion	Multiple missed touchpoints for patient engagement	Delayed program optimization from lack of pre-launch metrics
High likelihood	Missed critical touchpoints such as titration timing, shipment schedules, and REMS requirements	Lower patient engagement leading to nonadherence	Fragmented patient experience
Nearly certain	Duplicated efforts from poor coordination among vendors	Premature program changes based on limited or misleading early data	Suboptimal outcomes

Momentum Life Sciences Checklist for a Successful Patient-Centric Pharma Brand Launch

**Planning**

- Map patient journeys across all vendor pathways, not just internal processes.
- Identify critical touchpoints using market data, dosing schedules, shipment frequency, and REMS requirements.
- Segment patients to tailor support (e.g., HUB vs. SP pathways).
- Align services and communications based on patient type and engagement needs.

**Human/Tech Integration**

- Prioritize empathetic, authentic human engagement during onboarding.
- Integrate AI solutions over time to further drive engagement.
- Maintain higher-touch support for high-need populations.

**Digital Communication**

- Map all brand communications across vendors to avoid duplication.
- Apply patient communication preferences.
- Keep message triggers simple to ensure reliable delivery and reduce monitoring complexity.

**Continuous Evaluation and Evolution**

- Define success metrics before launch to guide early optimization.
- Build flexibility into processes to adapt to market-driven changes or unexpected challenges.
- Monitor early metrics carefully—respond only to actionable insights, not directional data.
- Avoid premature changes based on limited feedback or low-volume data.

