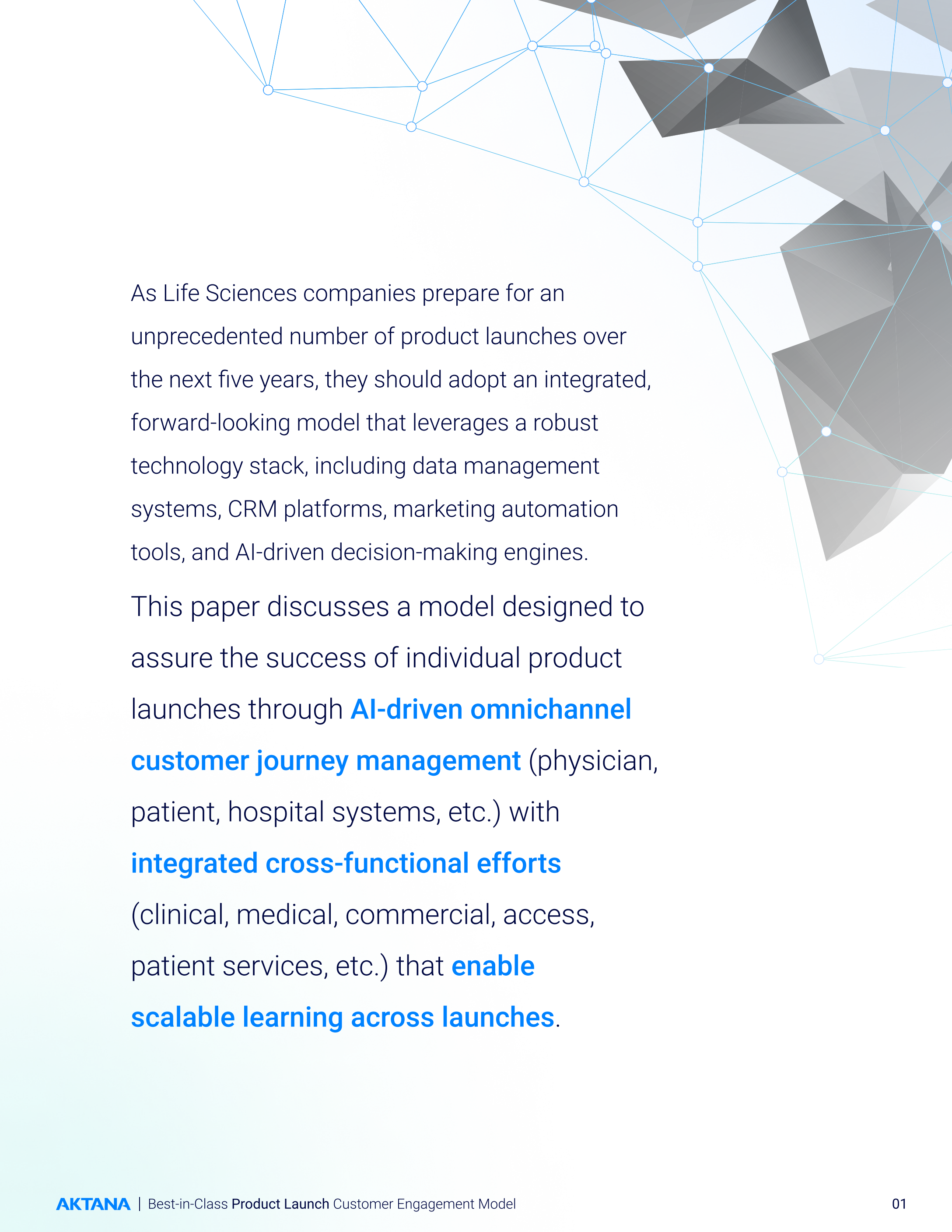




**AKTANA** / WHITE PAPER

# Best-in-Class **Product Launch** Customer Engagement Model

SEPTEMBER 2024



As Life Sciences companies prepare for an unprecedented number of product launches over the next five years, they should adopt an integrated, forward-looking model that leverages a robust technology stack, including data management systems, CRM platforms, marketing automation tools, and AI-driven decision-making engines.

This paper discusses a model designed to assure the success of individual product launches through **AI-driven omnichannel customer journey management** (physician, patient, hospital systems, etc.) with **integrated cross-functional efforts** (clinical, medical, commercial, access, patient services, etc.) that **enable scalable learning across launches**.

# Key Components of the Model

## 1. Pre-Launch Preparedness

- **Integrated Data Insights:** Integrate healthcare provider (HCP), healthcare organization (HCO) and patient-centric data captured from clinical through commercial stages of assets. Utilize AI to optimize stakeholder engagement through all clinical and commercial phases to accelerate clinical trial operations, scientific information dissemination and consumption, and HCP targeting, for precise segmentation and journey mapping.
- **Cross-Functional Alignment:** Use CRM and automation tools to align R&D, marketing, sales, medical, market access, and patient services teams, for real-time feedback and HCP-centric engagement strategy adjustments at scale.
- **Stakeholder Engagement:** Engage key opinion leaders (KOLs) and patient communities across channels with personalized content at scale early to build advocacy networks, fostering trust and support for launches.

## 2. Launch Execution

- **Omnichannel Orchestration:** Deploy tools like Aktana's platform to dynamically refine targeting and segmentation, maximizing reach, and effectiveness.
- **HCP Engagement and Education:** Personalize educational content design and delivery using AI-driven insights for timely, relevant interactions with HCPs. Track consumption of educational content and corresponding HCP journey progression to inform downstream content creation and optimize cross-functional engagement strategies.
- **Adaptive Marketing Tactics:** Implement AI-driven feedback loops to continuously optimize messaging and delivery for alignment with market needs.

### 3. Post-Launch Optimization

- **Ongoing Performance Tracking:** Establish a framework for real-time monitoring of KPIs for continuous strategy adjustments.
- **Scalability and Learnings:** Create processes for capturing insights from each launch and applying them to future efforts for continuous improvement.
- **Sustained Engagement:** Maintain HCP engagement through personalized, ongoing communications, driving long-term brand adoption. Manage portfolio strategies to drive adoption of all products while minimizing customer fatigue.

### 4. Portfolio Management

- **Cross-functional effort alignment:** Align customer facing strategies and tactics across functions to deliver a seamless experience to customers along their learning journeys across the portfolio.
- **Centralized Launch Coordination:** Implement a centralized digital hub to oversee all launch activities, for integration with other portfolio products and alignment of priorities across the portfolio.
- **Scalable Omnichannel Orchestration:** Use dynamic segmentation and automated campaign execution to manage multiple launches simultaneously.
- **Continuous Learning Framework:** Standardize post-launch reviews and leverage AI for pattern recognition to improve future strategies.
- **Flexible Resource Allocation:** Monitor and reallocate resources in real-time based on evolving launch needs and priorities.
- **Portfolio-Level Performance Tracking:** Develop a unified dashboard for real-time insights and executive-level reporting on launch performances.

## Conclusion

By adopting this comprehensive model, Life Sciences companies will be **well-positioned to set a new industry standard for product launches**. This approach ensures individual launch successes and also fosters a scalable framework for continuous improvement, **driving sustained growth and innovation across product portfolios** in the coming years.

# A | Pre-launch Strategies for Upcoming Product Launches

As companies prepare for an extensive series of product launches over the next five years, the pre-launch phase is particularly critical for **making sure that each product enters the market with maximum impact**. To support these efforts, this paper outlines **specific pre-launch strategies, drawing on best practices and expert recommendations** from [Aktana](#).

# 1. AI-driven Market Insights

Utilize AI and advanced analytics to generate deep market insights that inform every aspect of customer engagement in pre-launch strategies, from clinical trial planning, investigator and patient recruitment, to scientific education, and HCP targeting.

## Strategies



**Targeted HCP Segmentation:** Utilize data-driven segmentation to identify and prioritize HCPs most likely to adopt a new product. This approach should be dynamic with segmentation continuously refined based on new data and market feedback.



**Leverage Predictive Analytics:** Deploy AI models to analyze customer-centric datasets, including clinical, demographic, and behavioral data, to design effective engagement strategies anchored in customer behaviors and unmet needs. Predictive analytics can define frequency and timing of engagement with cross-functional teams to drive maximum impact.

## Example

*Predictive analytics can significantly improve the accuracy of market forecasts for better resource allocation and more targeted marketing efforts. Companies can implement these insights by using AI tools to refine HCP segmentation to have marketing efforts directed towards the most receptive audiences.*

## 2. Stakeholder Advocacy and KOL Engagement

Build strong advocacy networks by engaging KOLs and patient communities early in the product development process.

### Strategies



**Early Engagement with KOLs:** Initiate engagement with KOLs well before a product launch using digital platforms for ongoing interaction. Track and manage the scientific message adoption journey for each HCP. Tap into HCP spheres of influence on appropriate channels to accelerate message dissemination on commonly used scientific channels of engagement.



**Co-creation Opportunities:** Collaborate with KOLs and patient advocacy organizations in the development of educational content and marketing materials. This enhances the credibility of the product and also fosters a sense of ownership and partnership among KOLs. Build a dynamic feedback loop to test effectiveness of content across channels to further inform downstream content creation and dissemination strategies.

### Example

*Early and continuous engagement with KOLs to build credibility and trust within the medical community is imperative. By leveraging digital platforms, communication with KOLs can be personalized at scale so they are well-prepared to support a product launch.*

# 3. Optimizing Clinical Trials with AI

Enhance the efficiency and effectiveness of clinical trials operations by using AI to optimize investigator identification and recruitment, patient identification and recruitment, trial participant diversity goals, and timely completion.

## Strategies



**Investigator Identification:** Use AI-driven tools to analyze historical trial participation data, competitive trial activity for patient recruitment, and access to target patient populations to identify investigators best positioned to participate in clinical trials. This ensures that the most qualified individuals are selected to lead trials.



**Patient Recruitment:** Deploy machine learning models to analyze patient-centric real world data (claims, EMR, diagnostics, imaging, etc.) and identify the most likely to meet a trial's criteria. This can significantly reduce recruitment time and improve the overall quality of trial data. Additionally, partnering with patient registries and running patient identification models on their data can assist in finding eligible candidates.



**Diversity in Trials:** Utilize AI tools to identify diverse patient populations from non-traditional recruitment mechanisms for adequate trial population diversity in alignment with regulatory requirements and organizational goals.

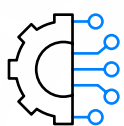
## Example

*AI can dramatically improve the efficiency of clinical trials by streamlining both investigator identification and patient recruitment. By integrating these AI-driven processes, companies can make clinical trials both efficient and inclusive, providing a strong foundation for a product launch.*

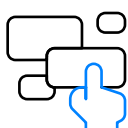
## 4. Integrated Data Collection and Market Research

Collect and integrate in-house data, HCP-centric third-party data, and patient-centric real-world datasets to gain a comprehensive understanding of market gaps, educational needs and opportunities, guiding pre-launch activities.

### Strategies



**Streamlined Data Collection:** Utilize tools to automate the collection of market insights from various sources, including field reports, social media, and HCP feedback. Structured medical insights collected from all stakeholders pre-launch and synthesized using AI-driven solutions can drive successful market penetration strategies at product launch. This allows for real-time adjustments to pre-launch strategies based on emerging trends.



**Target Product Profile Testing:** Conduct rigorous testing of a product profile in target markets, using insights gathered from integrated data to refine a product's positioning and messaging.

### Example

*It is important to integrate diverse data sources to develop a comprehensive understanding of the market. Companies that effectively harness big data and analytics are better positioned to anticipate market trends and refine strategies in real time. They can apply these principles by using marketing automation tools to continuously collect and analyze data so a pre-launch strategy remains responsive to market dynamics.*

## 5. Incorporate Orchestration into Pre-launch Strategies

Leverage orchestration technology like [Aktana's Omnichannel Orchestrator](#) and AI-driven insights to optimize key pre-launch activities, ensuring that each phase of a launch is informed by real-time, data-driven decision making.

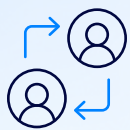
### Strategies



**Supporting Clinical Trials:** Orchestration can be utilized to streamline the process of investigator identification and patient recruitment. After using AI to analyze HCP profiles, historical trial participation and patient populations under treatment, orchestration capabilities like Aktana's can help identify the most suitable investigators and trial sites to maximize timely clinical trial milestones. Additionally, patient-centric analytics can drive efficient recruitment of target patient populations. For example, in the pre-commercial phase, Aktana can assist in managing diversity in clinical trials by integrating data from various sources to identify under-represented populations meeting the trial's inclusion criteria. This further supports adherence to regulatory guidelines and company diversity goals.



**Collecting Market Insights:** [Aktana's platform](#) can be used to gather and synthesize market insights from various data streams, providing a unified view of unmet needs and market opportunities. For example, across a drug's lifecycle, Aktana's AI-driven tools can help streamline field medical insight collection by automating the aggregation of data from HCP surveys, social media analytics, and field feedback within portfolio priorities. This supports making market strategy adjustments in real time, so that a product's strongest messages are delivered to all stakeholders in a personalized manner across all channels.



**Building Stakeholder Advocacy:** Aktana's AI can help identify and engage key stakeholders, making sure that advocacy efforts are targeted and effective. For example, by using Aktana AI, a company can better understand the interests and influence of KOLs and other stakeholders. This leads to the creation of personalized engagement plans that build strong advocacy networks well before a product launch.



**Setting Initial HCP Targeting & Segments:** Aktana can refine HCP targeting by continuously updating segmentation based on new data and market feedback. For example, Aktana AI can aid in setting initial HCP targeting and segmentation by utilizing AI-driven insights gained through cross-functional (clinical and medical) efforts, and other HCP-centric patterns identified in metadata. This can further be used to map HCP journeys and monitor progress. This dynamic segmentation directs marketing efforts to the most impactful segments, increasing the likelihood of a successful launch.



**Raising Disease Awareness:** Aktana can enhance disease awareness campaigns by identifying gaps at an HCP or HCO level identified in metadata, and triggering in-person engagements, disease-state education sessions or digital experiences to close gaps through delivering personalized, timely content to HCPs and patient groups. For example, during the disease awareness phase, [Aktana's Omnichannel Orchestrator](#) can help deliver scientific messages to the right audiences at the right time, bolstering the effectiveness of disease education efforts and laying the groundwork for a successful product launch.



## **B** | Launch Execution Strategies for Upcoming Product Launches

As a company moves into the execution phase of an upcoming product launch, it is necessary for the launch process to be **dynamic, data-driven, and tightly coordinated across all channels**. The following strategies outline a best-in-class approach for launch execution, **leveraging advanced AI and omnichannel orchestration** tools like those offered by Aktana.

# 1. Omnichannel Orchestration for Customer Reach

Maximize the reach and effectiveness of launch activities by employing a real-time, omnichannel approach to customer engagement.

## Strategies



**Dynamic Targeting and Segmentation:** Utilize AI-driven tools to continuously refine and update customer segments during a launch. This helps align marketing efforts consistently with the most receptive HCPs and patient groups. Continuous monitoring of HCP behaviors in real-time permits dynamic segmentation and re-deployment of engagement strategies for maximum impact.



**Coordinated Messaging Across Channels:** Implement a unified strategy across digital, personal, and non-personal channels so all touchpoints deliver consistent and compelling messaging. This includes leveraging digital platforms, in-person visits, and targeted email campaigns.

## Example

*An effective omnichannel strategy requires the ability to dynamically adjust tactics based on real-time data. Aktana's omnichannel orchestration platform can help prioritize high-value HCPs so each touchpoint is optimized for maximum impact. For instance, during a product launch, Aktana can provide real-time suggestions for adjusting messaging strategies based on HCP responses and engagement levels.*

## 2. Deepening HCP Engagement and Education

Ensure that HCPs are fully informed and engaged with the product through timely, relevant, and personalized educational content.

### Strategies



**AI-driven Content Personalization:** Use AI to tailor educational content to the specific needs and interests of individual HCPs. This could include customized emails, webinars, or digital resources that address the unique concerns of each HCP segment. Create a dynamic feedback loop to optimize delivery channels and inform downstream content creation efforts.



**Real-time Feedback Integration:** Implement mechanisms to gather real-time feedback from HCPs during a launch and use this data to refine educational content and strategies immediately.

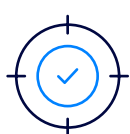
### Example

*It is important to deliver content that resonates with individual HCPs. Aktana's AI-driven tools can be used to personalize educational materials, so each HCP receives information that is relevant to their practice and patient population. For example, Aktana can automatically generate reminders and follow-up communications based on HCP interactions with previous content, helping to deepen understanding of a product.*

# 3. Accelerating Customer Reach with Targeted Campaigns

Assure rapid and widespread adoption of a new product through well-coordinated, data-driven campaigns that reach the right HCPs at the right time.

## Strategies



**Priority Targeting:** Focus on high-priority HCPs and accounts by utilizing CRM suggestions and pre-call planning insights to determine where the greatest impact can be made. These targets should be based on factors such as patient volume, prescription potential, and previous engagement levels.



**Pacing and Execution:** Carefully manage the pacing of marketing activities to maintain momentum throughout the launch. This includes scheduling HCP visits, digital outreach, and follow-up actions in a way that maximizes sustained interest and engagement.

## Example

*During the launch phase, Aktana can assist in accelerating customer reach by optimizing visit execution and pacing. For instance, if an HCP has not yet engaged with a product after an initial outreach, Aktana's platform can suggest alternative touchpoints or messages that are more likely to resonate, so that launch efforts are continuously optimized based on real-time data and insights.*

## 4. Refining Targeting and Segmentation During Launch

Continuously refine customer segments and targeting strategies based on real-time market feedback and evolving data.

### Strategies



**Dynamic Re-segmentation:** Use AI-driven insights to reassess and re-segment HCPs during a launch. This might involve shifting focus to newly emerging key accounts or deprioritizing those that show less engagement.



**Target Reprioritization:** Adjust targeting efforts based on real-time sales and engagement data so resources are allocated where they will have the greatest impact.

### Example

*The ability to pivot and adapt targeting strategies in real time is key for a successful launch. Aktana's platform can facilitate this by continuously analyzing HCP engagement data and suggesting adjustments to targeting strategies. For example, if certain HCP segments are responding better to digital outreach than to in-person visits, Aktana can recommend reallocating resources to intensify digital efforts within those segments, improving the launch strategy by being agile.*

## 5. Adaptive Marketing Tactics with Real-Time Feedback Loops

Implement adaptive marketing tactics that respond to real-time feedback, so that a launch strategy remains relevant and effective throughout the campaign.

### Strategies



**AI-enabled Feedback Loops:** Use AI to create real-time feedback loops that monitor the effectiveness of marketing messages, providing immediate adjustments to tactics based on what is working best.



**Campaign Optimization:** Continuously optimize campaigns based on HCP responses, sales data, and market conditions with relevant and impactful messages.

### Example

*Ongoing performance tracking is central to having launch strategies remain effective. For instance, if a particular messaging strategy is not resonating with a target segment, Aktana can recommend alternative approaches or channels to enhance engagement. This real-time adaptability makes launches more agile and responsive to market dynamics.*

## C | Post-launch Optimization Strategies for Upcoming Product Launches

As companies transition into the post-launch phases of upcoming products, it is a high priority to focus on **sustaining momentum, driving long-term brand adoption, and continuously optimizing strategies based on real-time performance data**. The following strategies outline a comprehensive approach to post-launch optimization, **leveraging advanced analytics, omnichannel orchestration, and AI-driven insights**.

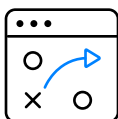
# 1. Ongoing Performance Tracking and Strategy Adjustment

Implement a robust framework for tracking product performance across multiple dimensions, enabling continuous strategy adjustments and long-term success.

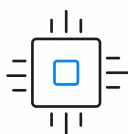
## Strategies



**Comprehensive KPI Monitoring:** Establish a set of key performance indicators (KPIs) that cover all aspects of a product's performance, including sales metrics, HCP engagement levels, and patient outcomes. Use real-time data to monitor these KPIs and identify trends or issues as they arise. Link strategies and tactics to these KPIs to determine if they are effective



**AI-driven Strategy Adjustments:** Leverage AI recommendations like those provided by [Aktana's Strategy Console](#) to analyze performance data and suggest adjustments to marketing, sales, and engagement strategies, forging a post-launch approach that is agile and responsive to market dynamics.



**AI-driven simulation of market penetration strategies:** Leverage AI driven tools like [Aktana's Tactic Genie](#) to test new market penetration strategies, simulate outcomes and optimize for KPI achievement (e.g. sales growth or adoption ladder progression).

## Example

*Ongoing performance tracking is essential to have launch strategies remain effective. For instance, if a particular sales region is underperforming, Aktana can recommend specific actions such as targeted marketing campaigns or increased sales support to address arising issues.*

## 2. Coordinating Actions Across Teams for Sustained Engagement

Maintain alignment and coordination across all teams—sales, marketing, medical, and support—for cohesive and effective post-launch activities.

### Strategies



**Integrated Communication Platforms:** Use CRM and orchestration to give all teams access to the latest insights and be aligned on post-launch priorities in a compliant manner. This includes sharing real-time updates on HCP engagement, outstanding medical inquiries, sales trends, and market feedback.



**Cross-Functional Collaboration:** Facilitate regular cross-functional meetings and strategy sessions supporting teams to work towards the same objectives and be informed when adjustments to strategies are being made.

### Example

*Aktana has demonstrated the importance of coordinating actions across teams post-launch. By using Aktana's Platform, companies can share critical insights and act on them in a coordinated manner. For example, if new clinical data becomes available that impacts HCP perceptions, Aktana can help synchronize the messaging across all channels, supporting sales teams, medical liaisons, and marketing for continued alignment in their communications.*

# 3. Driving HCP Brand Adoption through Personalized Engagement

Continue to drive HCP brand adoption and loyalty through personalized, data-driven engagement strategies that reinforce a product's value proposition.

## Strategies



**AI-enabled Personalization:** Use AI to tailor post-launch engagement activities to the specific needs and preferences of HCPs. This could include personalized follow-up communications, targeted educational content, and ongoing support tailored to individual HCP profiles.



**Sustained Educational Campaigns:** Implement long-term educational initiatives that keep HCPs informed about a product's benefits, updates, and new clinical data. These campaigns should be continuously refreshed based on HCP feedback and engagement data.

## Example

*It is important to leverage personalized, ongoing engagement to maintain HCP loyalty post launch. Aktana's AI-driven tools can be instrumental in this process by providing real-time insights into HCP behavior and preferences, delivering highly personalized content and support. For instance, if an HCP is particularly interested in new research or clinical trials, Aktana can make sure they receive the most relevant updates, fostering a deeper connection with the brand.*

## 4. Sample Delivery Optimization and HCP Support

Optimize sample delivery processes and provide ongoing support to HCPs for continued product usage and satisfaction.

### Strategies



**Automated Sample Management (US):** Use AI and CRM tools to manage the delivery of samples to HCPs, so they receive the right quantities at the right time. This also includes tracking HCP usage and feedback on the samples provided.



**Responsive Support Mechanisms:** Establish mechanisms for providing HCPs with immediate support and resources in response to any issues or questions that arise. This could include dedicated hotlines, online portals, or rapid-response teams.

### Example

*As part of a post-launch strategy, Aktana can help optimize the sample delivery process by using AI to predict HCP needs and automate the distribution accordingly. For example, if an HCP shows high engagement but low sample usage, Aktana can identify potential barriers to sample usage and have it addressed promptly.*

## 5. Refining Targeting and Re-segmentation Based on Market Feedback

Continuously refine targeting and re-segment the market based on real-time feedback and evolving market conditions to maintain product relevance and drive ongoing adoption.

### Strategies



**Dynamic Market Re-segmentation:** Use AI tools to reassess market segments based on post-launch performance data, identifying new opportunities or shifting focus to higher-performing segments, so efforts are always directed towards the most promising areas.



**Adaptive Marketing and Sales Strategies:** Adjust marketing and sales tactics based on re-segmentation so resources are allocated efficiently and effectively, maximizing a product's market impact.

## D | Scalable Management of a Portfolio of Product Launches

As companies prepare to manage an unprecedented number of product launches over the next five years, the ability to handle a portfolio of products at various stages of launch **pre-launch, launch, and post-launch** will be a competitive advantage. This requires a scalable model that accommodates multiple simultaneous launches and also facilitates **continuous learning and adaptation** from past experiences. The following strategies outline a comprehensive approach to **managing a complex portfolio, leveraging advanced technology, real-time data, and AI-driven insights.**

# 1. Customer Engagement Launch Coordination Hub

Establish a centralized hub to coordinate and oversee all customer facing launch activities across a portfolio, so every launch phase is integrated and aligned with the overall corporate strategy.

## Strategies



**Integrated Launch Planning Platform:** Deploy a centralized digital platform that integrates all aspects of customer-facing activity at the HCP, HCO, and patient level across launch planning, execution, and post-launch monitoring. This platform should allow for real-time visibility into launch statuses, key milestones, and potential risks. Furthermore, having a centralized customer facing launch platform permits dynamic iteration of engagement strategies across channels at scale in alignment with a company's focus at any given time.



**Cross-functional Team Alignment:** Enable all teams (marketing, sales, medical, regulatory, and supply chain) to be connected through this hub for seamless communications and coordinated actions. Regular cross-functional meetings should be used to review progress, share insights, and adjust strategies as needed.

## Example

*A centralized approach to managing multiple launches is vital. A company can implement a cloud-based platform that integrates data from CRM systems like Veeva, marketing automation tools like Salesforce, and AI insights from platforms like Aktana. This provides for every team to have access to the same information and the ability to act in a coordinated way.*

## 2. Scalable Omnichannel Orchestration

Utilize scalable omnichannel orchestration tools to manage the complexities of engaging multiple customer segments across different launches, so each campaign is personalized and optimized for a specific audience.

### Strategies



**Dynamic Segmentation and Targeting:** Use AI to create dynamic, evolving customer segments that are tailored to each product's specific market. Companies can efficiently manage multiple campaigns simultaneously, with each one targeted precisely at the right audience.



**Automated Campaign Execution:** Deploy omnichannel orchestration tools that can manage and execute personalized campaigns across various channels (digital, in-person, non-personal), to support each launch with a consistent, high-impact marketing effort.

### Example

*Aktana's Platform can be leveraged to orchestrate omnichannel efforts across the portfolio to manage multiple product launches without overwhelming resources. For example, if one product is in the pre-launch phase while another is in post-launch, Aktana can help tailor campaigns and engagement strategies to each phase.*

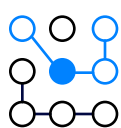
# 3. Continuous Learning and Adaptation Framework

Create a continuous learning framework that captures insights from each launch and applies these lessons to future launches for ongoing improvement and adaptation.

## Strategies



**Post-launch Review Process:** Implement a formal post-launch review process for each product, capturing detailed insights on what worked, what didn't, and why. These reviews should be standardized across the portfolio to make sure that lessons learned are consistently applied.



**AI-driven Pattern Recognition:** Use AI tools to analyze data from past launches, identifying patterns and trends that can inform future strategies. This might include recognizing which messaging resonates most with certain HCP segments or which channels are most effective for driving adoption.

## Example

Systemic post-launch reviews and data analysis are important for long-term success. Companies can integrate AI tools into its launch review process to automatically capture and analyze data from each launch, generating actionable insights that can be applied to future launches. For example, if a particular marketing approach was highly successful in one launch, AI tools can recommend similar tactics for upcoming launches.

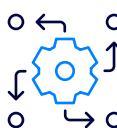
## 4. Flexible Resource Allocation

Develop a flexible resource allocation model to shift resources between launches as needed, based on real-time data and evolving priorities.

### Strategies



**Real-time Resource Monitoring:** Use real-time data to monitor resource utilization across all ongoing launches. This includes tracking budgets, personnel, and other critical assets, providing for resources to be allocated efficiently.



**Agile Resource Reallocation:** Implement a process for quickly reallocating resources between launches based on changing needs. For example, if one launch is exceeding expectations and requires additional support, resources can be shifted from a less critical launch.

### Example

*It is important to be able to quickly adapt resource allocation in response to real-time data. A key approach is to monitor resource needs across a portfolio making adjustments as necessary to ensure that each launch is adequately supported without overextending a company's capabilities.*

## 5. Portfolio-level Performance Tracking and Reporting

Establish a comprehensive reporting framework that provides visibility into the performance of the entire launch portfolio, enabling strategic decision-making at the executive level.

### Strategies



**Unified Dashboard:** Create a unified dashboard that provides real-time insights into the performance of all launches. This should include key metrics such as sales performance, HCP engagement, market share, and ROI for each strategy.



**Executive-level Reporting:** Develop regular reports that summarize the performance of the entire portfolio, highlighting successes, areas for improvement, and potential risks. These reports should be used to inform strategic decisions and for adjustments at the portfolio level.

### Example

*A centralized performance tracking system is essential for organizations managing multiple product launches. Such systems enable the aggregation of data from various sources into a single, unified dashboard. By implementing this approach, companies can pull data from CRM, marketing automation, and AI platforms, providing executives with a clear, real-time view of how each launch is performing. This allows for quick identification of trends and enables strategic adjustments across the portfolio.*

## Overall Conclusion

Life Sciences companies are currently uniquely positioned to set a new standard for product launches by **leveraging existing technological investments and adopting this best-in-class AI-driven model**. This approach will ensure the success of individual launches and also create a **scalable framework for continuous improvement** driving growth and innovation over the next five years.



# AKTANA

Aktana is the leader in intelligent customer engagement for global life sciences and the medical industry. By ensuring that every customer experience is tailored to individual preferences and needs, we help life science companies strengthen their relationships with healthcare providers to inspire better patient care. Aktana transforms the commercial engagement model to make each interaction more effective with proprietary blended-AI and mobile intelligence. Today, commercial and medical teams from more than 350 brands use Aktana's next generation-AI complete orchestration to deliver personalized omnichannel engagement at scale. Headquartered in San Francisco, Aktana has offices in every major biopharma region around the world.

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