



Defending Market Position Through Real-Time Insight

New competitors were winning dermatology accounts faster than market data could show it. Within3 gave the team a real-time view and the time to act.

THE PROBLEM: Competitors were winning accounts before the data could show it

A specialty pharma company had spent years building a strong dermatology position: established prescribing relationships and a trusted clinical story. Then new competitors entered. The early warning signs were easy to dismiss, and by the time the numbers confirmed the trend, once-reliable accounts had already switched. The team needed to see these shifts forming and act before changes solidified.

HOW WITHIN3 SOLVED IT: One real-time view of the threat, built from four data streams

Within3's Launch Intelligence™ platform was live in two weeks, combining four inputs into a continuously updated picture of where competitors were gaining ground:



Congress monitoring



Social listening



Virtual advisory boards



Claims analysis

Congress monitoring surfaced the competitor's clinical narrative before it reached the field. Social listening showed how that messaging was spreading and which voices were amplifying it. Advisory boards revealed why it was landing: the clinical concerns, patient-experience gaps, and specific claims shaping prescribing decisions. Finally, claims data flagged at-risk accounts one by one, catching prescribers whose patterns were starting to move before a full switch.

With that picture, the team pivoted quickly: directing rep effort to the accounts most at risk before switching became habit, equipping the field with a competitive response toolkit built on the exact claims competitors were making, and engaging the influential dermatologists whose peer opinion could turn sentiment back.

THE BUSINESS IMPACT: Share defended before it showed up in the numbers

- ✓ **Early warning became active protection.** Identifying at the account level which prescribers were loyal, which were open to switching, and which were at highest risk let the team intervene while retention was still achievable.
- ✓ **Share held where it mattered most.** Concentrating effort on the highest-risk accounts and geographies halted overall share loss and defended prescribing relationships that would have taken years, and far more spend, to rebuild.
- ✓ **A six-to-seven-figure spend, consolidated.** The congress monitoring, social listening, advisory boards, and claims analysis behind this work are typically bought from five or six vendors, an estimated **\$800K–\$1.9M per year**. Within3 delivers this as one solution.

SEE THE FULL STORY.

The complete case study breaks down the competitive action map and the full vendor-by-vendor cost comparison. Follow the link to read it.

[Read the full story ↗](#)

ABOUT WITHIN3

Within3 empowers pharma leaders to make confident and timely launch decisions. Our Launch Intelligence™ platform unifies field insights, stakeholder engagement, social, claims, and market signals into a single connected view that surfaces what matters most. Powered by a life-sciences trained AI architecture and guided by expert strategists, Within3 helps launch teams move with clarity and speed, turning complex evidence into decisive action.

Trusted by 70+ biotechs and all of the top 20 pharmaceutical companies, Within3 is the partner modern launch leaders rely on to align teams, act faster, and accelerate outcomes across the product lifecycle. To learn more about the Launch Intelligence™ Platform or to request a demo, visit www.within3.com.