



Navigating Uptake Barriers and Accelerating Adoption

A neurology launch was underperforming, and the data couldn't say why. Within3 found the real barriers and put the launch back on track.

THE PROBLEM: Strong data, slow uptake, no explanation

A neurology therapy launched with strong clinical evidence and real market confidence. Months in, prescribing was growing slower than projected. Although HCPs knew the product, that awareness wasn't translating into prescriptions. The question was: Why?

HOW WITHIN3 SOLVED IT: One picture of the barriers, built from four data streams

Within3 combined four inputs into a single, ranked view of what was slowing adoption, segment by segment:



Virtual advisory boards



Social intelligence



Claims analysis



Network mapping of influential voices

The advisory boards surfaced barriers the field had never heard: uncertainty about patient identification, questions about the prescribing and monitoring process, and a habit of waiting for peer validation. Social intelligence confirmed this pattern, and layered with influence network analysis, it revealed which voices were shaping opinion. In addition, analysis of claims data showed exactly where hesitant prescribers were concentrated.

With that picture, the team acted differently: replacing generic benefit messaging with segment-specific answers to each barrier, launching a peer-validation speaker program pairing early adopters with the local influencers network mapping identified, and focusing field and marketing efforts on the segments most likely to convert.

THE BUSINESS IMPACT: Launch momentum restored, without new spend

- ✓ **Revenue back on plan.** Stronger conversion among HCPs who had tried the therapy restored prescribing momentum and moved the launch back toward its original projections.
- ✓ **No added budget.** Precision made existing field, marketing, and speaker investment work harder. The gains came from better targeting, not more spend.
- ✓ **A six-to-seven-figure spend, consolidated.** The advisory boards, claims, social, and network intelligence behind this work are typically bought from four or five vendors, an estimated **\$700K–\$1.75M per year**. Within3 delivers this as one solution.

SEE THE FULL STORY.

The complete case study breaks down the segmentation model 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.