



Insights to Action: How Pharma Leaders Drive Commercial Success with Data



Introduction

In today's pharmaceutical market, success demands more than great science—it requires precise, data-driven execution.

Innovative teams use actionable insights to drive product adoption, overcome market access hurdles, and grow revenue faster. Missteps can erode market presence, but the right data fuels sustained success.

This e-book shows how Within3's generative AI platform helps pharmaceutical leaders:

- Launch products faster
- Maximize reimbursement opportunities
- Expand market potential
- Accelerate adoption and revenue growth

Discover how real-time insights empower teams to refine strategies, adapt to market shifts, and deliver measurable results.

1: Unlocking market expansion opportunities



Business challenges and goals

A leading pharmaceutical company in a mature yet stagnant market faced a significant growth challenge. The male segment of the patient population, representing 20-25% of the market, was frequently underdiagnosed and often received treatment too late. This issue stemmed from existing treatment guidelines for the disease, which were primarily tailored to women.

To address this, the company needed a strategic approach to raise awareness and support earlier intervention for male patients. Their goal was twofold: to advocate for updated guidelines that better accounted for male patients and to position their product as the preferred treatment option for this underserved segment.



Insights and actions

The company turned to Within3's Insights Management platform to refine its approach. Network analytics revealed that the company's original lists of KOLs and HCPs were missing thousands of relevant individuals including important non-traditional influencers (not associated with patient care), epidemiologists, and pathologists - who played leading roles in shaping guidelines. The client leveraged Within3's asynchronous meeting platform to facilitate discussions evaluating the evidence and benefits of their product and expedited the development of medical and health economics narratives that were accepted and endorsed by the medical community and payers.

Business results

- By strategically engaging previously unrecognized stakeholders, the company successfully persuaded the medical community to change its thinking and revise guidelines.
- They added more than 8.5 million additional diagnosed patients over the next three years, with its product accepted as the preferred first-line treatment.
- The strategy also created acceptance of under-diagnosis as a real problem, ensuring future growth through continued expanded diagnoses and treatment of new at-risk patients.

2: Driving a successful launch in an unfamiliar market



Business challenges and goals

A mid-sized pharmaceutical company planned to launch an innovative product into a market where it had no prior experience. To maximize the success of the launch, the company needed actionable insights to build strategic relationships, craft precise messaging, and establish credibility with key stakeholders.



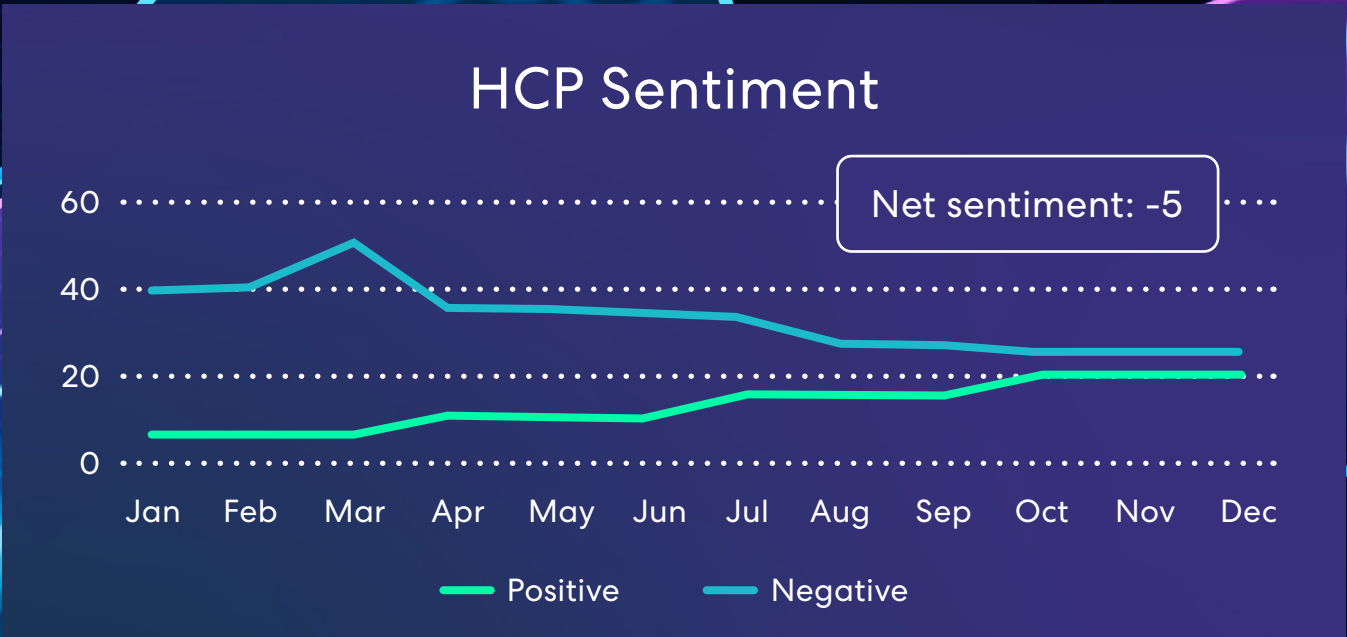
Insights and actions

Within3 played a critical role in identifying key influencers and stakeholders across multiple domains that otherwise might have been undiscovered. Network analytics helped uncover KOLs, practice leaders, and market access influencers who were essential for driving adoption and securing formulary decisions. The company also identified digital influencers, including patient advocates, to enhance their omnichannel marketing efforts.

A series of live and asynchronous meetings revealed key insights, such as overlooked clinical issues and patients’ distrust of certain HCP messages. These insights not only informed segmentation and messaging but also led the company to adopt Within3’s platform for coordination at congresses and internal strategy refinement.

Business results

- The product launch exceeded expectations, achieving outstanding results in scientific share of voice, market access, and revenue.
- The company attributed its success to the data-driven relationships, precise messaging, and enhanced trust with KOLs, HCPs, and patients—all facilitated by Within3’s insights platform.
- The launch drove significant revenue growth, positioning the company as a credible player in the new market.



3: Driving pre-launch success through strategic market insights



Business challenges and goals

A pharmaceutical company on a tight timeline was preparing to launch a potential blockbuster product but faced a critical challenge: its go-to-market strategy was based on unvalidated assumptions, lacking real market insights. With competitors already shaping the landscape, the company needed to understand market dynamics, emerging trends, and potential barriers to maximize their product's launch success.



Insights and actions

Partnering with Within3, the company utilized disease community analytics to identify key influencers and refine its market approach. They were able to get up-and-running quickly thanks to the partnership, speeding the delivery of actionable insights. Real-time data from social media sentiment and continuous monitoring allowed the team to stay agile, adjusting strategies quickly to emerging market dynamics. Insights from KOLs and field teams helped align the company's messaging with evolving market needs, giving the team a head start in addressing competitor activity and positioning the product strategically.

Business results

- The insights-driven approach paid off with pre-launch interest exceeding expectations, leading to a successful launch performance.
- The company saw a 25% increase in first-month uptake, solidifying its position as a market leader and laying the groundwork for sustained market dominance.
- Real-time insights not only helped accelerate go-to-market efforts but also ensured the product was aligned with the latest market realities, driving faster adoption.

4: Driving revenue growth through actionable insights



Business challenges and goals

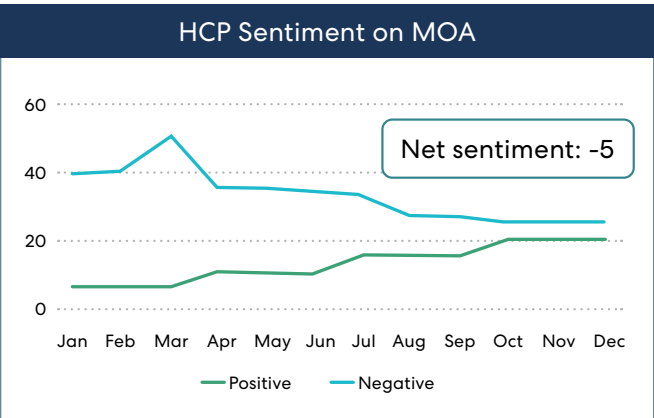
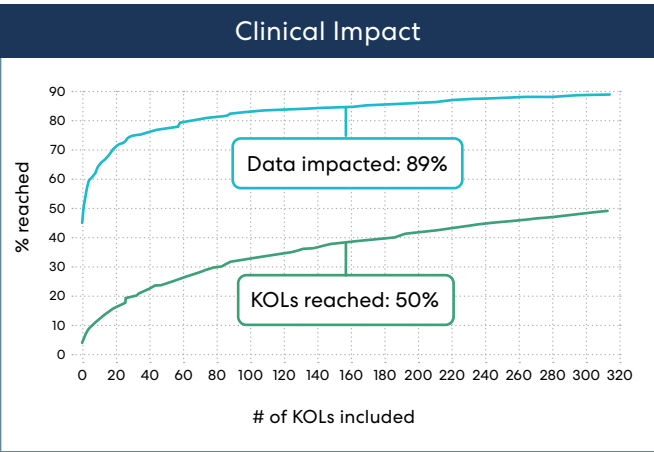
A pharmaceutical company was struggling with disappointing sales for a recently launched product. To turn the tide, the company needed a more integrated approach to data, using actionable insights to fuel a targeted sales strategy that would drive significant revenue growth.



Insights and actions

Within3's Insight Management Platform (IMP) became central to the company's efforts. The platform enabled the team to identify gaps in HCP knowledge and track key metrics related to clinical behaviors and sentiment. By aggregating data from field reports, advisory sessions, and social media, they gained a unified view of market trends, pinpointing areas where sales efforts could be optimized.

The increased frequency of advisory meetings allowed the team to generate seven times more insights, leading to more precise segmentation and focused sales strategies. This targeted approach enabled the company to optimize outreach to high-value HCPs and key accounts.



Business results

- Within nine months, the company not only met but exceeded its revenue targets by 30%, marking the first time they reached these goals since the product's launch.
- By refining their sales strategy based on real-time insights, the company improved sales efficiency, customer engagement, and market penetration, setting the stage for future success.

5: Accelerating patient screening through strategic insights



Business challenges and goals

A global pharmaceutical leader sought to screen over 300,000 patients for a serious condition before symptoms appeared. Achieving this ambitious goal required seamless collaboration between their commercial and medical affairs teams to drive awareness and engagement at scale.



Insights and actions

The company deployed Within3's platform to integrate over 250 users across commercial and medical affairs functions. This streamlined collaboration enabled real-time alignment of strategies. The medical affairs team focused on educating HCPs about early detection, while the commercial team leveraged geotargeting data to optimize outreach to key professionals.

Real-time feedback from the platform allowed the teams to adjust messaging and strategy quickly, ensuring alignment with market priorities and accelerating patient engagement.

Business results

- The initiative led to a surge in early detection rates and significant improvements in HCP engagement and response times.
- The increased efficiency between commercial and medical affairs teams enhanced screening capabilities and reinforced the company's ability to execute patient-centric strategies at scale.
- This drove broader adoption of Within3's platform across the organization.

Conclusion

The stories shared in this e-book demonstrate how actionable insights can drive commercial success. Ready to explore how data-driven strategies can fuel your growth? Connect with Within3 today to discover how our generative AI platform can refine your go-to-market strategy, enhance decision-making, and accelerate revenue.



ABOUT WITHIN3

Within3 empowers companies to evaluate and communicate the impact of their strategies by integrating market data, AI, and engagement tools for real-time insights from payers, patients, and HCPs. As the world leader in life science insights management, Within3's platform gathers, integrates, and analyzes insights faster than any other, reducing reporting from months to days and cutting 90% of the workload. Companies use Within3 to drive strategy-impacting decisions up to 3x faster while ensuring the customer's voice is heard across the enterprise. To learn more or request a demo, visit www.within3.com.