

**A WHITEPAPER ON**

# Continuing the Launch Buzz: A Winning Game Plan

Three Keys for Sales Rep Conversations  
Keep the Launch Momentum Going

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## Introduction

Successfully launching a pharmaceutical product is incredibly challenging, time-consuming—and costly. The stakes are high, the competition is fierce, and the consequences of failure are significant. From clinical trials to regulatory approvals, manufacturing to marketing, there are hurdles at every turn. Yet, even overcoming those hurdles is not enough; it is critical to maintain momentum post-launch.

Over the past three years, ZoomRx has used its proprietary Launch Tracking Benchmarks to analyze >16500 interactions between healthcare professionals (HCPs) and sales representatives for 38 newly launched brands during the first year of their launch.

We categorized the launches as successful or under-achieving based on the brands' first-year revenue measured against targets. We then assessed key HCP-sales rep metrics—such as prescribing score and rep call quality ratings—across each group to understand how the metrics impacted the launch.

The output helps us answer three critical questions for brand managers:

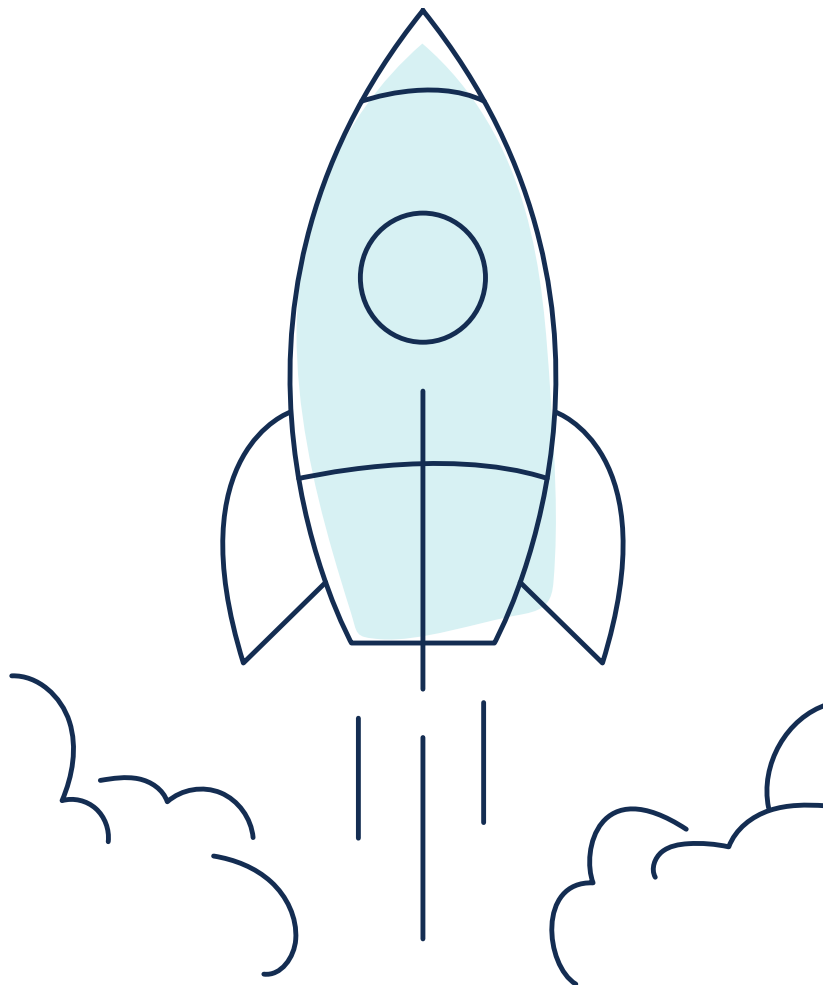
- What training should sales reps receive?
- What should be sales reps' primary areas of focus?
- How should messages be crafted for effective communication?

Comparing the preparation, execution, and promotional content between brands with successful vs. underachieving launches, this whitepaper unlocks key strategies to help your brand teams amplify launch.

## Maximize Your Launch Promotional Effectiveness

It is hard to overstate the importance of a product's launch. An impactful launch can establish a product's long-term success, while a weak or ineffective launch can damage reputations and condemn a product to failure. Pharmaceutical companies must prioritize effective launch promotions, executing all aspects of the launch process with excellence.

Analyzing interactions between HCPs and sales representatives during the launch, we have identified three key factors that can create a strong launch—and a lasting positive impression on HCPs.

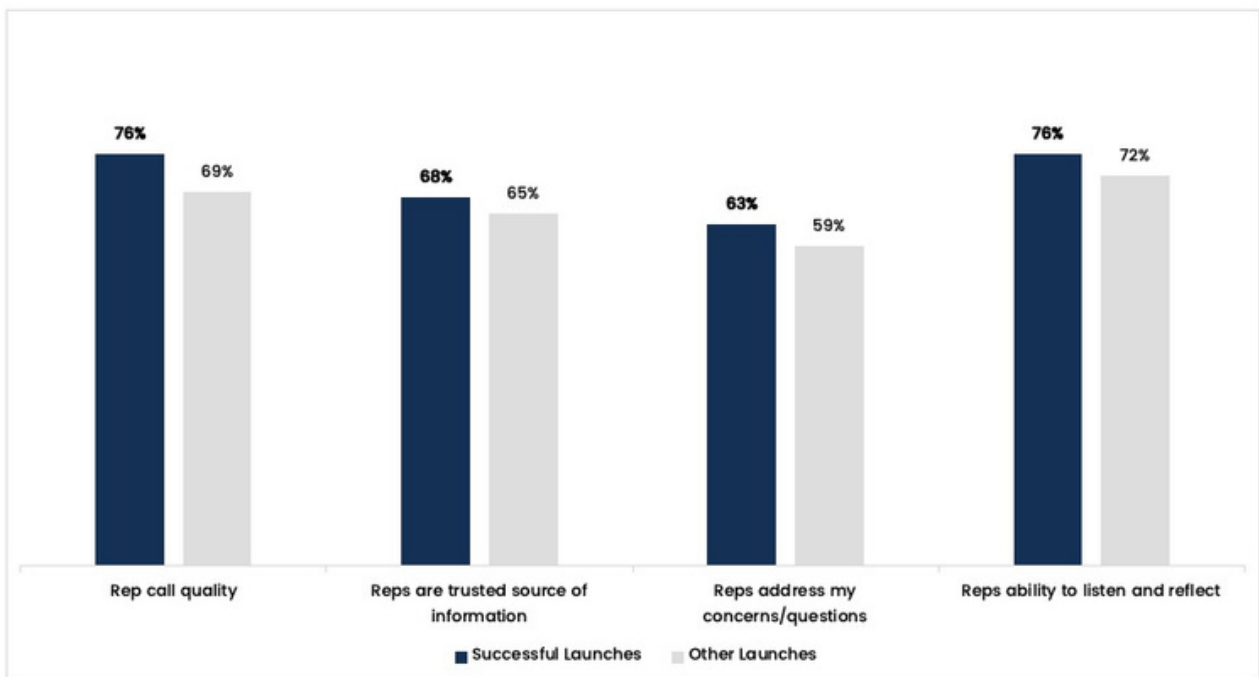


## 1. The Making of a Trustworthy Brand Rep

“Your launch team should prioritize coaching your sales teams on the softer aspects of their role, such as active listening and establishing credibility, to set themselves apart from competitors.”

It's not surprising that representatives associated with successful brand launches earn high marks on call quality. But what sets these representatives apart? According to our benchmarks, they are consistently more effective than other brands' representatives at addressing HCPs' questions and concerns, while acting as a trusted source of information. They listen actively and provide clear answers to the HCPs' inquiries regarding their brands.

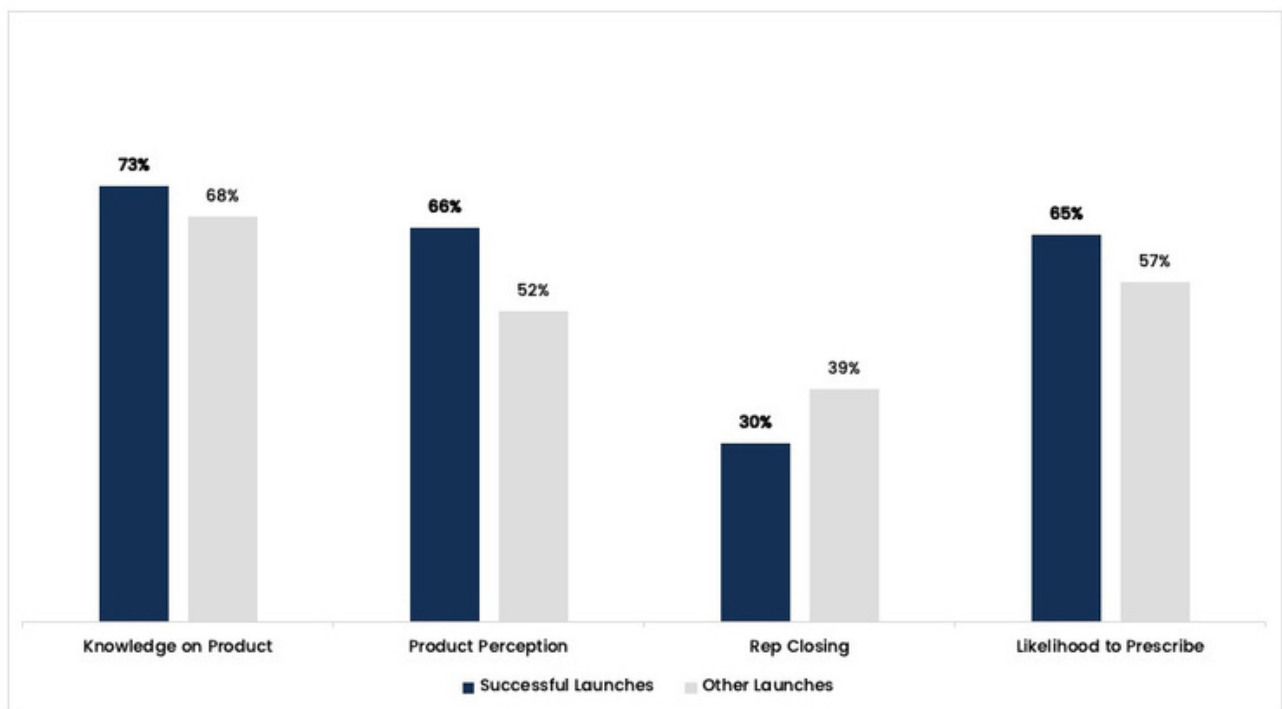
It is worth noting that these more highly rated reps, who act as trusted sources of information and take the time to listen, can pique HCPs' interest, resulting in more extended interactions (an average of +1.4 minutes).



## 2. Overcoming Inertia: Successful Brands Use Education, Not Sales

Humans often resist change, and HCPs are no exception. However, sales representatives from successful brand launches have a trick to overcome this inertia: thoroughly familiarizing HCPs with their product. HCPs typically rate these representatives as being more knowledgeable about their product than their counterparts from less successful launches. As a result, representatives of thriving brands enhance HCPs' perceptions of those brands.

Moreover, benchmarks reveal that representatives of successful launches tend to employ a “less-pushy” sales strategy. Instead of explicitly asking for prescriptions (referred to as “rep closing”), they effectively improve the HCPs' likelihood of prescribing their product without applying direct pressure. This approach appears to be a crucial element in the success of their brand launches—and one you should adopt for your launch.



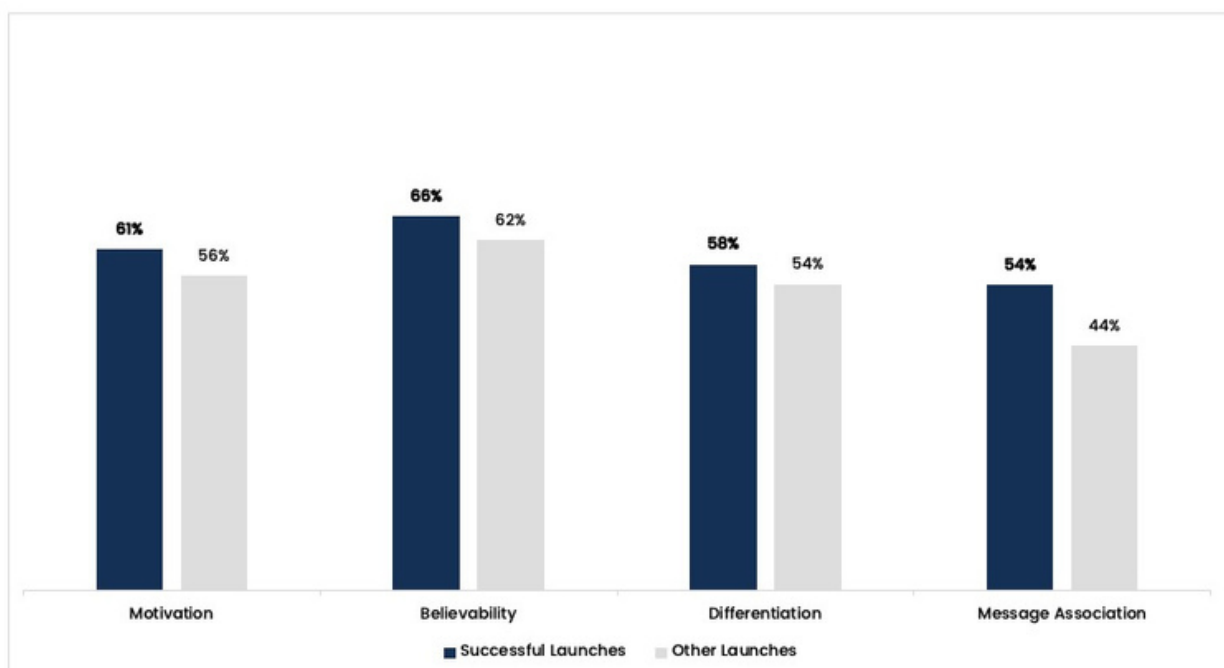
### 3. Building Strong HCP-Product Affinity through Effective Messages

When launching a new pharmaceutical asset, it is crucial to craft clear, compelling messages—starting with the product’s unique selling proposition. Successful brands understand how important these messages can be and execute well on them to increase their HCP-Product affinity measured via message association scores.

Our research indicates that launch messages from successful brands outperform messages from their less successful competitors across the following dimensions:

- How much do the messages motivate HCPs
- How believable the messages are
- How the messages differentiate their brand from competitive brands

When messages rate highly on these dimensions, they succeed in making a brand more attractive to HCPs, thus driving higher HCP-product affinity (measured by association score)



How can brands create effective messages? In earlier research, ZoomRx uncovered three keys:

- **Use data:** Present 2 to 3 datapoints tied to clinical evidence
- **Keep it short:** Limit each message to 10 to 14 words
- **Tell a story:** Deliver ~4 messages per interaction, connected to a brand story

Simply stated: HCPs are more likely to choose your brand if representatives deliver effective messages. By communicating your brand story through powerful messages, brand managers and sales reps can build a meaningful connection between the HCPs and your brand—leading to success at launch and beyond.

## Simple Strategies Boost Your Product's Launch

ZoomRx benchmarks harness 10M+ data points from HCP–sales rep interactions to help pharma brand teams foster promotional effectiveness and drive prescriptions. These Benchmarks point to three key strategies required to maintain launch momentum:

- **Position sales reps as trusted resources by training them to listen and equipping them with information the HCPs find valuable**
- **Focus on educating HCPs about your product, rather than aggressively seeking sales**
- **Craft effective messages to drive HCP recall and help your brand increase HCP affinity**

Leveraging these strategies, your brand team can increase your chances of launch success—and extend the impact of your efforts.