

# The status quo and beyond: A new launch personalization paradigm



# EXECUTIVE SUMMARY



The impact of personalizing customer experience has long been established in the industry, but personalization typically takes place once products have been on the market for 6 to 12 months or more. Yet launch uptake in the first 12-18 months is critical for the long-term success of a brand, with limited ability to meaningfully change trajectory later.

How can we enhance the practice of, and confidence in, personalization at launch to yield stronger outcomes? Research by Reuters Events Pharma and ZS shows personalization of strategy, key message and channel at launch is possible and can drive meaningful success. With voices from marketing and technology, we explore what personalization at launch can mean, the remaining challenges and the capabilities needed to launch a powerful personalized omnichannel strategy that will keep improving over time.

# LAUNCH PERSONALIZATION

When it comes to how pharma messages around its products, the personalization revolution has long been underway. But one area has been conspicuously left behind. While it is common to see personalization further down the pharma lifecycle, historically launch has been preserved as a time for single messaging, ensuring baselines are established on an even level, and with the least number of complexities. However, in an age of increased algorithmic personalization across almost every digital interaction people have, can pharma afford to leave launch behind? If launch is the most important time for a product, then why is its personalization still waiting?

Breaking the launch status quo means injecting personalization into early interactions, leaning on enhanced data, insights and preferences to build out a sophisticated communications ecosystem. And the status quo needs shaking up – analog analyses by management consulting and technology firm ZS show that around half of the drugs launched in the last 15 years have underperformed analyst estimates by more than 20%.<sup>1</sup>

“Personalization at launch, to me, means, how are you launching information about your new medicine or new indication in the most relevant way, in a way your target audience wants to receive information,” says Erica Taylor, Vice President, Chief Marketing Officer at biotech Genentech. This must be flexible, not only based on your audience, whether that’s providers, payers or patients, but also due to the channel in question. “So it’s not just the content that you’re putting out, but also how you’re delivering it that also warrants a degree of personalization.”

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**Erica Taylor**

Vice President, Chief Marketing Officer at biotech Genentech

