

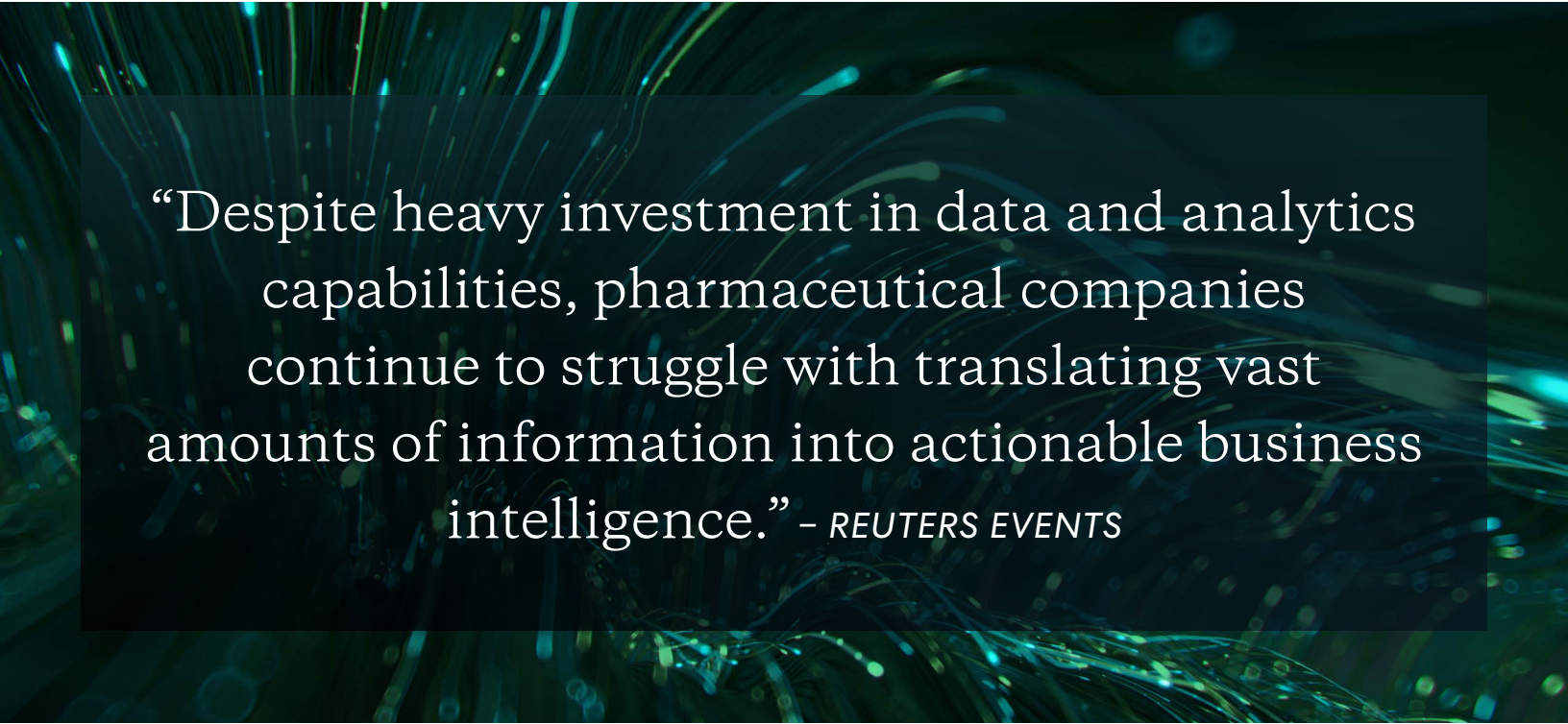
The Launch Cheat Code: Breaking Silos, Building Strategies

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Imagine there was a cheat code to guarantee launch success. An iron-clad process you could follow to give your new drug the best chance of becoming a blockbuster, or ensuring that an upcoming therapy will address unmet needs while fulfilling your market ambitions. Pharma teams would do anything to get their hands on such a competitive advantage – unfair or otherwise. But a cheat code like that couldn't possibly exist. Could it?

Introduction: the devil's in the details



“Despite heavy investment in data and analytics capabilities, pharmaceutical companies continue to struggle with translating vast amounts of information into actionable business intelligence.” – *REUTERS EVENTS*

Pharma teams aren't lacking in data. In fact, they're drowning in it. Field data; claims data; competitor data; data from social media and clinical trials and market reports and a hundred other sources. Within that data lie the insights to make every decision you make in the build-up to launch the correct one. It might not be a guarantee of success, but the ability to make an informed decision at every critical stage of the launch process is certainly a potent advantage. And it's one that every pharma team has the power to seize.

What pharma teams truly lack, rather than data, is a shared understanding. Insights are everywhere, and yet they remain locked up in silos, stuck in slide decks, or scattered across functions without any hope of being purposefully applied to launch strategy. The secret sauce, then – the cheat code to launch success – is to unlock the full value of your data through a fully-integrated approach to insight and intelligence sharing. One that involves every team and every department, and informs your decision-making in the lead-up to launch and beyond. For pharma teams, the devil is quite literally in the details.

This e-book offers a practical, plainspoken look at how pharma companies can break down silos to fuel crossfunctional collaboration while making full use of the vast amounts of data at their disposal to drive informed decision-making. We'll discuss:

1

How and why many teams currently invest their efforts in launch planning rather than launch strategy

2

How we can balance the equation of those efforts

3

How advanced AI can help to connect the dots with data that drives impact

All of this leads to richer insights and more nuanced intelligence that empowers faster, better-informed decision-making. This is launch cheat code—the true competitive advantage in a uniquely challenging market.

Chapter 1: Data-rich, insight-poor

As we’ve already discussed, the pharmaceutical landscape is now enormously data rich. But for many pharma companies, the data equation is skewed in entirely the wrong direction. They’re inundated with data – generating “terabytes” from just a single clinical trial, in the words of Within3’s Jason Smith – and yet comparatively little of this information is put to use. It’s a case of “water, water everywhere, but not a drop to drink”. In fact, studies show that as much as [50% of clinical trial data](#) is currently going unanalyzed. Effectively, half of it is going to waste.

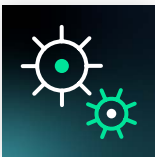
This data richness cuts across departments and functions, too – it’s not just clinical trials that are generating previously unheard-of data volumes. And in each case it’s a similar story: data is plentiful, but insights are scarce.



R&D insights: including genomic studies, high-throughput screening, and early-stage research also generate significant data streams.



Clinical trials: patient outcomes, safety metrics, real-world evidence and more can accumulate quickly.



Manufacturing: quality control and supply chain data, among other sources, can yield significant efficiencies and cost savings, but still contribute to the overwhelming data deluge.



Commercial: sales trends, market access metrics, and patient feedback help to paint a clear picture of the market you’re launching into – if you can cut through the noise.

Pharma companies now find themselves in a situation where more does not necessarily mean more – more data ≠ more insights. So how did we get here, and what obstacles are standing between your data lake and true insights?

Pharmaceutical data is:


Underanalyzed, and underutilized.
Most organizations simply lack the time, resources, technologies and capabilities to analyze and apply all of the data currently at their disposal.

Siloed. Pharmaceutical data largely exists in silos – between departments, in slide decks, and on people’s desks. There is a perceived threat of medical data crossing into commercial data which leads to isolated instances of information

Highly-regulated. Pharma is a highly-regulated industry, requiring rigorous and stringent data governance. Requirements such as HIPAA, EU-GDPR, and others place additional stress on an already unsustainable data governance workload, and can generate fears of non-compliance that prevent data from being put to use in the first place.

Fragmented, and unstandardized.
Unless an organization has a unified data strategy in place, their data is likely to be fragmented, with no standardization process to speak of. Duplicate entries are common, while a variety of file formats and naming conventions can easily lead to data integrity issues.

The sheer workload of collecting, organizing, configuring and analyzing this data is, simply put, beyond the capabilities of human analysts and manual processes.



“Data management today is a highly labor-intensive process, requiring manual trial-by-trial configuration of electronic data-capture systems, as well as detailed review and reconciliation of incoming patient data. By combining traditional and generative AI capabilities, data management can be automated across multiple steps.” – [MCKINSEY](#)

The roadblocks and impediments to progress are obvious, and the challenge isn't merely technical – it's organizational. When data stays in departmental silos, critical connections go unmade (for example, the R&D team's findings might never reach the commercial team as they plan for market segmentation).

The cost of this data paralysis extends beyond mere missed opportunities. When teams can't access or interpret the full spectrum of data available to them, they end up making strategic decisions based on incomplete or inaccurate information – launch strategies effectively become exercises in educated guesswork. The most significant impact, however, may be thought of as time itself. In an industry where speed to market can make a billion-dollar difference, the ability to quickly synthesize data, identify insights, and act with confidence is a critical differentiator.

Chapter 2: Launch planning vs launch strategy

“I think the way pharma does its launches right now is a bit like a rocket launch. A rocket launch is very exciting, but it takes months and months and years and years, and then on the day, if one little bit of wind is in the wrong direction, if one component is out of place, if one manufacturing process goes wrong – Kaboom!”

– *SPEAKER, PHARMAGEDDON*

“Commercial teams don’t actually do launch strategy – not as any other industry would recognize it.” – *IMPATIENT*

Planning vs strategy: how do they differ?

Are we just getting tied up in semantics here, or do planning and strategy truly differ in any significant way? Author and strategy advisor Roger Martin offers a clear distinction between planning and strategy:

This analogy ought to resonate with anyone who’s worked on a pharmaceutical launch. Like rocket engineers, medical and commercial teams can easily become mired in the details without ever taking a step back to consider the big picture. There’s broad recognition that launch planning has become incredibly meticulous and detailed, but currently, insights generation doesn’t even have a seat at the table. These plans involve intricate product timelines, in-depth budgets and regulatory milestones, and precise marketing campaigns. But in becoming masters of planning, it may be said that pharma teams have become strangers to true strategy.

“In short, strategy is the act of making an integrated set of choices, which positions the organization to win; while planning is the act of laying out projects with timelines, deliverables, budgets, and responsibilities.” – [ROGER MARTIN, VIA MEDIUM](#)

For pharma teams, planning answers the ‘how’ and ‘when’ questions: *how* should our go-to-market approach be executed, *when* will we complete each milestone, etc. But currently, the ‘what’ and the ‘why’ aren’t given anything like the same level of consideration. In most industries, strategy informs planning: companies develop a unique value proposition, target segments, and competitive differentiation, and then create a plan to execute that strategy. Currently, pharma launches experience this relationship inverted.



What’s the problem with planning?

The message here is not ‘don’t plan’. Rather, don’t get too deep into the weeds of planning before developing an ironclad strategy first. Planning without strategy is brittle. When unexpected challenges or roadblocks arise, as they inevitably will, a plan might fall apart without the strategic foundation required to pivot quickly and efficiently. All of a sudden, we’re back to the rocket launch analogy again: when something goes wrong, it does so catastrophically and irredeemably.

Planning without strategy also fails to capitalize on the full power of the data teams have available to them. Strategic thinking should be informed by insights synthesized from across the organization: competitive intelligence, market dynamics, patient behavior, physician preferences, regulatory landscapes, and more. When teams focus on planning over strategy, these insights remain overlooked or underutilized.

“Teams understand that data and insights are important, they just don’t really know why.” – *IMPATIENT*

Strong strategic thinking helps to make planning more effective, uniting all launch activities within a single shared vision. And crucially, it creates space for insights to inform decision-making – rather than simply reinforcing predetermined actions. Rebalancing the planning/strategy equation means ensuring that planning activities serve strategy, and not the other way around. Pharma teams will need to create processes and capabilities that empower insights to flow freely across the organization and support strategic thinking at every level, and in every function. Ultimately, rebalancing this equation will lead to better launch outcomes.

Chapter 3: building bridges, breaking silos



If pharma teams are to unlock the true power of insights and implement their 'launch cheat code', they must first break down the interdepartmental silos that continue to proliferate across the industry. In a roundtable discussion hosted by MAPS and Within3, medical affairs leaders unanimously agreed that bridging the silos between medical and commercial teams was essential to aligning scientific narratives with business goals.

“Despite the recognized importance of data, many pharmaceutical companies struggle to break down the silos that impede meaningful collaboration. Research shows that 60% of pharmaceutical organizations face significant hurdles in integrating data across departments.”

– JASON SMITH, CTO, AI & ANALYTICS, WITHIN3

Pharma's 'silo problem' cuts in a multiple directions. It impedes collaboration between teams – for example, medical and commercial – and prevents the flow of data and insights between departments. And when critical information remains gatekept within departmental boundaries, organizations miss out on opportunities to establish the kind of mutual understanding that drives strategic breakthroughs and powers launch success. Naturally, the impact of these silos becomes most apparent during critical launch decisions. Let's hear from Jason Smith again:

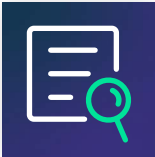
“When key findings remain confined to one department, be it R&D, commercial, or manufacturing, the organization as a whole misses out on the powerful synergy that can emerge when diverse data streams are integrated.” – JASON SMITH, CTO, AI & ANALYTICS, WITHIN3

How to be a bridge-builder

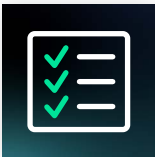
Breaking silos and building bridges means more than just extending a friendly hand to your colleagues in another department. While interpersonal collaboration is of course important, a systematic change in how information flows across the organization is required – as is a holistic approach to decision-making and success metrics. Organizations that have succeeded in this regard share several characteristics:



Shared decision-making: Successful launches involve decision-making processes that unite perspectives from multiple functions.



Cross-functional visibility: Rather than hoarding insights in departmental silos, successful organizations create shared platforms where key findings become visible across functions.



Aligned incentives: All departments need to operate under a shared vision. Organizations that effectively break down silos are often those that ensure incentives are aligned, and cross-functional success recognized and rewarded.



Technology as an enabler: Technology can help to smooth organizational transitions and support an integrated approach to insights and intelligence sharing. A modern insights management platform can help to surface the connections between disparate data sources and minimize manual analysis to identify patterns that might otherwise have been missed.

Internalizing the above behaviors can help you to become a ‘bridge builder’ who breaks down the silos impeding the flow of insights across your organization.

Chapter 4: The cost of failure

When we talk about the risks of failing to build bridges and break silos, they aren’t hypothetical. The risks are real—but so are the potential rewards organizations can reap for transforming their launch planning into launch strategy. Consider how one of Within3’s customers built a cross-functional launch engine to save weeks of time when it mattered most.

THE PROBLEM: FRAGMENTED DATA SOURCES, SYSTEMS, AND FUNCTIONAL SILOS—AND UNCLEAR STRATEGY

A global pharmaceutical company faced a high-pressure situation: launching a newly acquired asset in an unfamiliar therapeutic area, under aggressive timelines. The brand team—transferred from a previously successful launch—had to act fast to build a strategy, but faced a tangle of internal complexity.

The infrastructure they inherited included:

- 1 Multiple versions of core technologies across departments
- 2 A consultant-heavy and slow model for gathering insights
- 3 Siloed teams and disparate data for competitive intelligence, field insights, social listening, and analytics

This patchwork approach made it difficult to align on a single source of truth or drive unified action across commercial and medical teams. Insights had to pass through layers of vendors before informing any decisions, wasting time and slowing momentum.

THE SOLUTION: CONSOLIDATE INTELLIGENCE, DEPLOY SMARTER AI, AND ENABLE REAL-TIME COLLABORATION, RESULTING IN A CLEAR AND ACTIONABLE STRATEGY.

Building a cross-functional launch engine

To address the inefficiency, the Head of Commercial Marketing reorganized the launch structure. The company brought in Within3 to help unify data, eliminate unnecessary handoffs, and create a truly collaborative model between medical and commercial.

A “tiger team” was formed, blending both functions and supported by Within3’s platform. Instead of waiting for insights to be filtered through layers of consultants, both teams could now access aligned business intelligence directly.

Tackling the data chaos

The first challenge: Untangle a complex data environment with a mix of structured and unstructured inputs from multiple teams. Within3’s team began by:

- Scanning and reading existing data schemas
- Mapping where the data was stored, how it is accessed, and the update intervals (to ensure timely relevance and determine usability of data elements)
- Involving internal teams to determine what was signal vs. noise

Using this evaluation, they streamlined the intake of relevant data and eliminated waste, enabling a faster analysis and cleaner flow of insights into decision-making channels. The W3 approach saved the team weeks, if not months, of data integration and cross-validation.

Applying AI to drive long-term strategy

Rather than throwing generic AI platforms at the problem, Within3 deployed targeted, domain-intelligent engines to work in concert, focusing on longitudinal trends, not one-time spikes. This allowed the team to:

- Ensure the business outcomes are aligned from the outset to leverage the correct domain-specific AI and social network analysis (SNA) models
- Identify impactful HCP and patient behavioral patterns across markets and time
- Enabled proactive strategic planning from the start and over time, not just reactive action

Using this evaluation, they streamlined the intake of relevant data and eliminated waste, enabling a faster analysis and cleaner flow of insights into decision-making channels. The Within3 approach saved the team weeks, if not months, of data integration and cross-validation.



Bridging the medical-commercial divide with compliant inference

One of the toughest challenges in pharma is the firewall between medical and commercial data. Within3’s approach respected compliance boundaries while still enabling insight sharing. Instead of exposing raw data, the team used inference-based outputs, such as heat maps showing regional trends across treatment behavior, to inform medical strategy without violating legal or governance standards.

This approach allowed medical affairs to confidently engage with insight-driven strategy, while keeping regulatory stakeholders on board and allowed marketing to quickly finalize their go-to-market strategy.

THE OUTCOME: SPEED, CLARITY, AND A REPEATABLE LAUNCH FRAMEWORK

By breaking down silos and consolidating insight, the company:

- ✔ Enabled real-time collaboration between commercial and medical
- ✔ Replaced consultant bottlenecks with direct access to intelligence
- ✔ Created a longitudinal view of market dynamics
- ✔ Moved faster with less risk and more confidence

Pharma organizations can move quickly and compliantly—even in unfamiliar territory—by unifying their data and empowering cross-functional teams.

Chapter 5: Unlocking your launch cheat code

In video gaming, a cheat code is often a means of ‘breaking’ the game – giving you access to items or abilities you haven’t earned through gameplay alone. But unlike in this video gaming analogy, your launch cheat code delivers successes you *have* earned – it’s a way to master the game itself and outsmart the competition.

Pharma companies are quickly realizing that traditional approaches to launch strategy are no longer sufficient. Markets are both more complex and more competitive than ever before – and they’re increasingly dominated by the biggest players.

“Since 2018, an increasingly limited set of companies have influenced positive returns in the pharmaceuticals sector. Within the S&P 500, the so-called ‘Magnificent 7’ accounted for 40% of the increase in value since 2018. In the pharma industry, this dynamic is even more stark with just two companies accounting for nearly 60% of the increase in value growth among the 50 pharma companies analyzed by PwC.” – PwC

In this landscape, the ability to harness data to generate actionable insights does more than level the playing field – it represents a competitive advantage few organizations can afford to ignore.



All's fair in love and pharma

Let's be transparent for a second: there's no such thing as an *unfair* competitive advantage in an industry like pharma. And in pharmaceutical organizations, the ingredients to create this competitive edge are everywhere. We discussed it earlier. It's data, and you have it in abundance – but competitive differentiation is dependent on your ability to process this data, transform it into strategic insights, and turn those insights into action more swiftly than the competition. But if every pharma company has access to data at scale, how can you beat your competition to the punch?



AI: finding needles in haystacks

The strategic insights are there for everyone to find – but uncovering them is the digital equivalent of searching for a needle in a haystack. Artificial intelligence trained on life science data can parse enormous pharma datasets and make connections in seconds that it would take human analysts countless hours to spot, if they even identified them at all. And it's similarly capable of grasping the entirety of your data picture at a stroke – connecting internal insights with external intelligence in real time, and assessing its strategic implications in an instant.

AI-powered insights generation allows you to:

- ✓ **Shift your strategies from reactive to predictive** by anticipating market changes and positioning yourself accordingly, rather than simply responding to changes as they occur
- ✓ **Accelerate time to impact** by completing complex data analysis in minutes versus weeks or even months, enabling more proactive, strategic decision-making.
- ✓ **Enhance market positioning** by quickly analyzing diverse data sources to identify market opportunities competitors may have missed.
- ✓ **Implement seamlessly** by integrating AI-powered insights management technology with existing workflows and technologies, rather than requiring wholesale process changes or updates to your tech stack.
- ✓ **Minimize strategic risk** through data-led decision-making – reducing the chance of unexpected events or critical launch errors.
- ✓ **Allocate resources more effectively**, as the uninterrupted flow of insights across the organization allows resources to be assigned to the highest-impact opportunities, rather than distributed based on historical patterns.

A green wireframe sphere with a spiral pattern on a dark background. The sphere is composed of a network of points connected by lines, with a prominent spiral pattern on its surface.

“It’s about building a lasting competitive edge in an increasingly complex marketplace. Organizations that adopt these frameworks across functions can detect market shifts earlier, respond more effectively, and focus resources on the most impactful opportunities.”

– JASON SMITH, CTO, AI & ANALYTICS, WITHIN3

Conclusion

An integrated approach to insight sharing is a cheat code for launch success. To borrow from the parlance of video games again, it empowers you to move quicker, think smarter, and out-fight the competition – so that’s a serious power-up.

The options for pharmaceutical companies are to persevere with traditional approaches to launch preparations — light on strategy but heavy on planning; siloed; reactive; and inundated with underutilized data – or to embrace a new paradigm that treats insights as the cornerstone of competitive advantage. The choice seems obvious, but implementation requires full commitment. Breaking down silos means investing not just in technology, but in changes to your organizational culture.

The roadmap to unlock your launch cheat code is clear. Organizations must:

- Transition from being data-rich to insight-rich
- Invert the planning / strategy relationship
- Become adept at bridge building

This will help dismantle the silos that remain an impediment to progress. Achieve these three things and you’ll unlock your launch cheat code – but to do that, you need the support of technology in the form of an advanced insights management platform. If you’d like to experience the power of integrated insights for yourself, you can schedule a demo of the Within3 [Insights Management Platform](#) today.

ABOUT WITHIN3

At Within3 we empower life sciences leaders to make smarter, faster, and more strategic decisions by delivering the insights they need—when they need them. Whether it’s planning launches or driving growth strategies, we help our customers deeply understand market needs and engage to change opinion, sentiment, and behavior.

We leverage our proprietary, life sciences-trained AI to gather and synthesize insights and intelligence from diverse sources, including field data, social listening, scientific conferences, patient and payer engagement, advisory boards, key opinion leader (KOL) identification, and more. By analyzing these inputs, we uncover the most relevant insights and intelligence to ensure our customers connect with the right audiences at the right time with the right message.

What sets us apart? Not only did we pioneer the field of insights management, but we also partner with all 20 of the top pharmaceutical companies worldwide, proving our expertise and reliability. Our platform goes beyond aggregating data—it delivers actionable intelligence that transforms decision-making and improves product development, launch excellence, and market impact across the product lifecycle. Our team of dedicated experts, located across time zones and geographies, helps our customers derive the maximum value from our platform.

With a track record of delivering real-world results, we’re the trusted partner for life sciences companies looking to navigate extremely complex industries while rapidly driving growth with confidence.

Learn more at www.within3.com.