

Leveraging data for innovative and effective launches in the fast-evolving life sciences industry



The state of new launches in today's dynamic pharmaceutical landscape

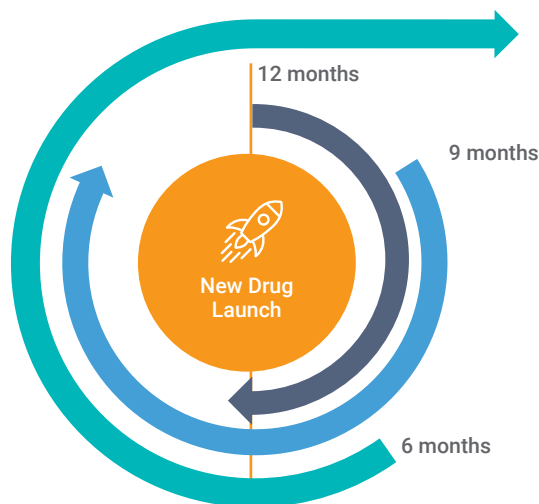
Historically, go-to-market strategies and market access approaches for pharmaceutical companies have required meticulous tailoring based on each market, each with a unique regulatory landscape and diverse epidemiological characteristics.

In recent years, the strong market potential in Asia Pacific has encouraged pharmaceutical companies to launch new drugs in a wide range of therapeutic areas in the region, encompassing both patented and generic varieties within these markets. The Asia Pacific drug development market is expected to reach over USD 62 billion by 2026, growing at an annual rate of over 6% yearly.¹ The flourishing economies, augmented healthcare expenditure, and expanding middle class offer substantial opportunities for pharmaceutical companies to tap into a vast consumer base, driving sales and fostering growth.

Recognizing the immense potential, pharmaceutical companies of all sizes are actively pursuing market entry and expansion strategies to leverage the favorable market conditions.

However, many market entrants in Asia Pacific need to be more effective at utilizing their third-party data and connected software for decision-making.

A typical new drug launch process takes around one year, from understanding the landscape and ecosystem analysis, to enhancing the customer journey, planning and execution and optimizing for launch. During all aspects of the launch, it is vital to leverage relevant insights and data, with execution facilitated by Veeva software and solutions, to help with the drug launch process.



Veeva Unique Insights & Data

- Support identifying competitive engagement activities and key trends in the market
- Journey enhancement leveraging profile insights and actual activity data, define journey future state
- Industry thought leadership for omnichannel engagement, digital launch, GTM model and platform with Connected software and Data
- Commercial excellence assessment incorporating activity benchmarking data. SME on change management



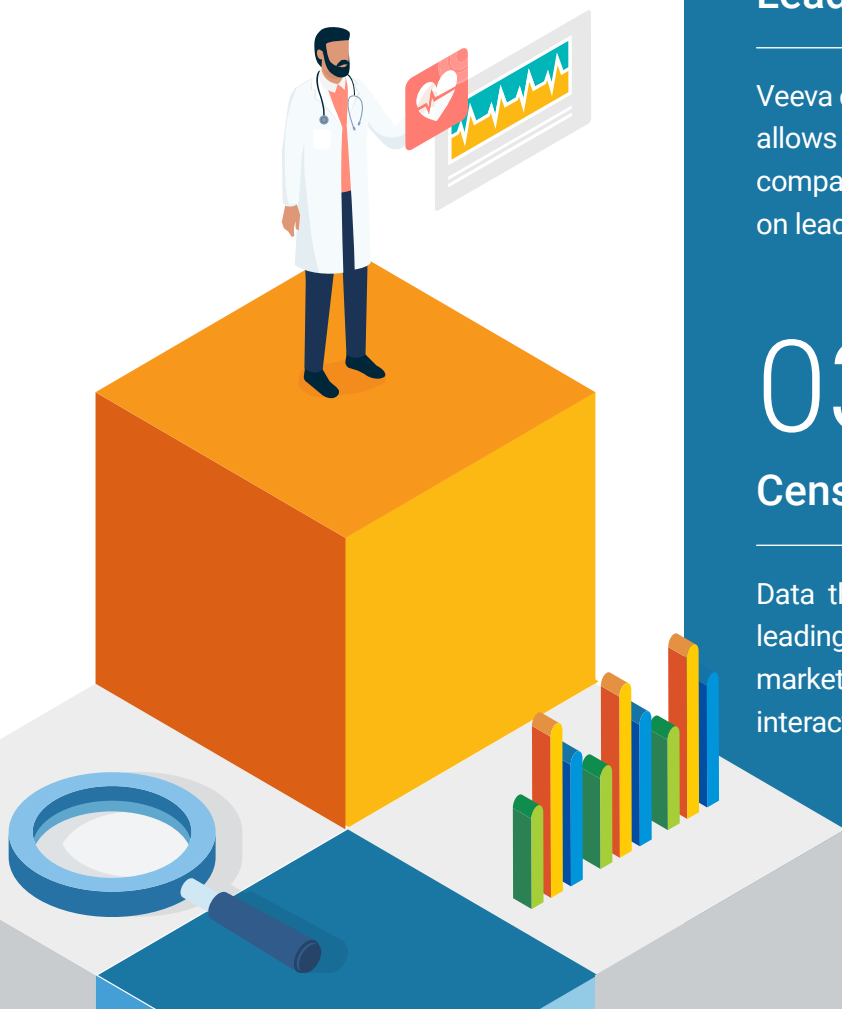
Veeva Launch Framework

- Market Landscaping & Healthcare Ecosystem Analysis
- Customer Journey Enhancement
- Omnichannel Planning & Execution
- Launch Optimization

¹Asia Pacific Drug Development Market Size Report, 2026 (grandviewresearch.com)

Veeva's customers, in particular, utilize platforms like OpenData and insights from Link and [Veeva Pulse Field Trends Report](#) to help with making decisions. Key launch framework aspects include market landscaping and healthcare ecosystem analysis within the launch market, and launch optimization, all hinged on unique insights and data including competitive engagement activities and key trends within the disease landscape, and benchmarking data to inform the right strategy.

It is vital that data and insights are high quality and representative of the present state of affairs within the quick-evolving life sciences industry.



This includes:

01



Real interaction data

Data that is comprised of real HCP interactions, and not data derived from market surveys, samples of assumptions

02



Lead KPI datasets

Veeva data is the only data in the world that allows pharmaceutical brand teams to compare their performance vs competitors on lead KPIs most accurately

03



Census data

Data that is representative of reality and leading pharmaceutical companies in the market, with the highest coverage of HCP interactions across the globe

Data-driven decision making: The cornerstone of modern go-to-market strategies

In many Southeast Asian markets, making informed decisions regarding market access can be challenging due to the limited availability of high-granularity product data. This limitation has meant that many biopharmaceutical companies tend to rely on assumptions and weak rationales when assessing individual market conditions.

Biopharmaceutical companies have traditionally relied on high-level market size data and past case studies and experiences, but such an approach does not provide sufficient information to help companies target healthcare professionals effectively.

However, access to data is key as it enhances the accuracy of go-to-market strategies and market access approaches.

By leveraging such data sources, pharmaceutical companies can gain valuable insights into market dynamics, and healthcare utilization, enabling them to make more informed decisions and develop targeted market access strategies. This includes insights into patient demographics, treatment patterns, healthcare provider preferences, and market trends, which can allow them to tailor their approach, develop targeted marketing campaigns, and effectively engage with key stakeholders, increasing chances of success in this competitive market landscape.

Key Benefits for Commercial Pharma Teams

Fully data driven, **accurate**
HCP prioritization and
targeting



Increased Market Share
and Higher ROI

Reducing time spent by
Reps on collecting
HCP data



Increased Rep
Productivity

Preparing calls plans
that leverage
HCP preferences



Better Customer
Experience

Exploring the traditional approach vs. data-driven approach in go-to-market strategies

In contrast, data-driven strategies offer the capability to develop accurate and targeted approaches for engagement, enabling companies to identify specific HCP targets based on comprehensive insights and analytics.

As opposed to traditional approaches to customer data, which face challenges due to disconnected data vendors and misaligned processes, a streamlined data-driven approach can offer seamless experiences for the end-user and generate critical insights through a single source of truth. This includes more effective targeting for new patient populations, a greater understanding of new markets, and more high quality interactions with HCPs through available data on engagement patterns, which all have far-reaching impact on launch success.

Additional benefits of a data-driven strategy include:

01

Customer Segmentation & Targeting

Data allows for identifying and segmenting potential customers based on various criteria, such as demographics and healthcare provider preferences. This enables companies to target the right customer groups with tailored approaches. For example, Veeva's Segmentation and Targeting allows users to target healthcare professionals down to granular traits, such as regional scientific reach, congress participation and digital affinity. This is only possible with a comprehensive coverage of doctors in the market, and a variety of fields to segment, of which insights can empower sales and marketing teams to make more informed decisions on expert-certified content.

02

Revenue Potential Analysis

By analyzing data on customer behavior and historical sales performance, companies can estimate the revenue potential for each customer group. This information aids in prioritizing customer segments and allocating resources accordingly.

03

Personalized Strategies (Customer Persona/Journey Development)

Data-driven insights help in creating detailed customer personas, which provide a deeper understanding of customer preferences, needs, and behaviors. This information assists in developing personalized strategies and messaging for different customer groups.

By utilizing data-driven approaches, streamlined process and end-to-end support, life sciences companies can successfully transform their market access strategies, improve forecast accuracy, and effectively plan and execute their market entry or product launch initiatives.

04

The Right Sales Force Sizing

Data analysis helps determine the optimal size of the sales force needed to effectively target the identified customer segments. This ensures the right level of coverage and engagement with healthcare professionals and key decision-makers.

Challenges involved in adopting a data-driven approach

However, a data-driven approach is not without its challenges. Some hurdles organizations might face in the process of adopting such an approach include a lack of understanding and cultural barriers, alongside the importance of building a data-driven mindset in the organization.

This includes organizational resistance to shift from traditional methods to data-driven strategies, resulting from a lack of understanding and trust in data tools and methodologies. There also may be challenges relating to data quality and availability, with struggles to access comprehensive and reliable data sets needed inform various launch strategies – this could be due to fragmented data sources, inconsistent data format or privacy regulations limiting access to certain datasets.

Furthermore, implementing a data-driven approach requires a level of investment in technology and data, and companies may face challenges in procuring the necessary resources, such as advanced analytics platforms, skilled data scientists, and experienced personnel to interpret and act upon the data insights.

Cultural barriers within the organization may also impede the successful adoption of a data-driven approach. This could include resistance to change, hierarchical structures that hinder collaboration and knowledge sharing, or a lack of buy-in from key stakeholders across different departments.

However, it is important to recognize that with the right key data elements, the right strategy can be tailored for launches, encompassing insights from HCP assessment to territory design and deployment optimization.



To make the most of data and create more efficient decision-making processes, change management will also be a pivotal enabler for organizations looking to make the switch. This is particularly true for those operating in the field, as they possess a deep understanding of healthcare professionals and play a critical role at the frontlines of any successful go-to-market strategy. Therefore, effective change management will play a crucial role in influencing and facilitating the holistic adoption of data-driven practices at every level of the organization.

Veeva Business Consulting delivers the key aspects needed for a digital transformation through industry-leading methodology and expertise, not only as a data provider but also as an end-to-end solution provider that provides for organizational change management.

Conclusion

With increasing competition in the life sciences space, there is an important need for accurate insights, which can be achieved through data-driven decision-making. However, having data alone does not guarantee success. Pharmaceutical companies need to change their business processes, which includes implementing those changes effectively.

By harnessing the power of Veeva's connected software, data, and Business Consulting solutions, which offer industry-leading insights, pharmaceutical companies can achieve efficient and effective engagement strategies to drive better outcomes and enhance commercial execution.

For the first time, the biopharma industry has clear and quantifiable evidence of field medical's impact on clinical practice during the launch phase. MSL engagement with KOLs before product launch, whether in person or via video, results in a 1.5x increase in treatment adoption across HCOs within the first six months of launch, compared to HCOs whose KOLs were not engaged. This improved treatment adoption is sustained at 1.3x over 18-24 months, demonstrating that engagement helps HCPs identify the right patient populations after achieving the appropriate level of scientific awareness. This evidence validates what biopharmas have long believed but have yet to accurately measure, ultimately expanding the reach to more patients who could benefit from new medicines and therapies.

Veeva Business Consulting advise leading pharmaceutical companies across the globe on how they can engineer more innovative launches in the digital age. We provide end-to-end solutions for the modern life sciences company, having delivered a multitude of transformation projects in the APAC region and offer our expertise on data-driven decision-making for product launches.

Learn more about how we can support your key initiatives [here](#).

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About Veeva Business Consulting

Veeva Business Consulting combines commercial and medical expertise with Veeva's proprietary data and technology to deliver better business focused solutions for our customers. Our team of experts offers a suite of advisory offerings, including launch readiness, digital acceleration, and content optimization, all supported through unique HCP insights and analytics.

To learn more, visit veeva.com/ap/services/business-consulting-services/