

LIMITED RESOURCES FOR YOUR PHARMA LAUNCH?

3 tips for making it work



Launching brands is what we do. To learn how we can help elevate your next launch, contact us at integrate@benchworks.com or go to [benchworks.com](https://www.benchworks.com)

1. Keep it simple.

Identify your product's mission-critical activities, the ones that will make or break your launch. Target the team's time and energy to these tasks. Vital actions usually fall under one of these buckets:

- Pricing
- Positioning
- Sales force targeting
- Patient access programs



2. Measure selectively.

Think carefully about analytics. Choose indicators that are most applicable to your launch and will provide the most useful feedback. Then put the right tools in place to track them.

3. Hire the best you can.

Recruit people and partners who bring to the table relevant experience in key areas, from disease state knowledge to launch expertise.