

## YOLO – Why 60% of pharmaceutical product launches fail

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Did you know that only one third of all pharmaceutical product launches meet their sales expectations? Unbelievable, isn't it?

At MMRG, we have worked with a large number of companies on a wide variety of projects. Our view is that this high rate of failure is, in part, due to the design of the product launch plan.

From our perspective, some brand teams place too much emphasis on raising brand awareness at launch. Sometimes brand awareness is the number one key performance indicator monitored by everyone in the company from day one.

### WHY DO WE THINK THIS EMPHASIS IS FLAWED?

Because the best barometer of a successful launch isn't the rate at which doctors and pharmacists become aware of the product. And it's certainly not whether they can recall the brand.

Fundamentally, a successful launch can only be effectively monitored by the rate at which healthcare professionals start to trial and use the new innovation.

We're well aware that the Early Adopters in a particular disease area only represent around 15% of the entire customer-base. But they are the most influential.

So we've developed proven methodologies to help pharmaceutical companies optimize engagement with these crucial stakeholders during the product's launch phase – and drive the most important metric of all: adoption.

At MMRG, we firmly believe in the YOLO principle: you only launch once.

**To be sure you're talking to the right people, talk to the right people**

### OUR THINKING

2018

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