

# Unlocking Full Market Potential Through Post-Launch Signals

A decision-ready intelligence layer that connects commercial, market, sales and field inputs to reveal traction, gaps, and next-best areas for action across Germany.

Rare Disease · Oncology · Launch & Post-Launch Diagnostic Intelligence · Germany

<p><b>THE CORE QUESTION</b></p> <p>“Where was the launch gaining traction — and where did resources need to be redirected?”</p>	<p><b>AI-READY FOUNDATION</b></p> <p><b>Built today. Ready for tomorrow.</b> The intelligence layer is being structured into the next phase of AI-enabled decision intelligence.</p>	<p><b>WHY THIS IS DIFFERENT</b></p> <p>Not a dashboarding exercise. The value came from connecting fragmented inputs, applying pharma-specific KPI logic, and translating signals into defensible action.</p>
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<p><b>200+</b> Brick-level regions analysed across Germany</p>	<p><b>4</b> Diagnostic lenses across performance, competition and field priorities</p>	<p><b>1</b> Decision-ready foundation built for today's diagnostic and AI-enabled analytics next</p>
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## CHALLENGE

**Twelve months into launch, performance data was abundant. Strategic clarity was not.**

A global oncology company was over a year into its German launch of a rare disease therapy. The opportunity was material, and the competitive landscape included an established incumbent.

*Where was the launch gaining traction, and where did resources need to be redirected?*

Performance data existed in volume, but it sat across teams, formats and reporting layers. National numbers offered breadth, but not enough precision on regional variation, competitive pressure or field coverage gaps.

The team needed a sharper view: one that consolidated the available signals into a defensible basis for the next set of commercial decisions.

## SOLUTION & APPROACH

**Clarifying where momentum was building — and where action was still needed.**

The diagnostic created a connected view of post-launch signals, helping the team identify where traction was building, where opportunity remained under-addressed, and where resources could be redirected with greater confidence.

phamax developed an integrated commercial diagnostic for the German launch, designed to convert fragmented performance signals into territory-level recommendations.

The engagement began with the construction of a **decision-ready intelligence layer**. Commercial, market, sales and field inputs were connected and harmonised into one consistent foundation — pharma-fluent, governed and structured for performance diagnosis today and AI-enabled analytics next.

## THE PHAMAX APPROACH

<p><b>01</b></p> <p><b>Connect</b></p> <p>Fragmented commercial, market, sales and field inputs harmonised into one decision-ready intelligence layer - pharma-fluent and governed.</p>	<p><b>02</b></p> <p><b>Examine</b></p> <p>The launch examined through four targeted diagnostic lenses - each one designed to answer a specific question leadership is already asking.</p>	<p><b>03</b></p> <p><b>Decide</b></p> <p>Performance signals translated into territory-level recommendations - defensible decisions for the next phase of growth.</p>
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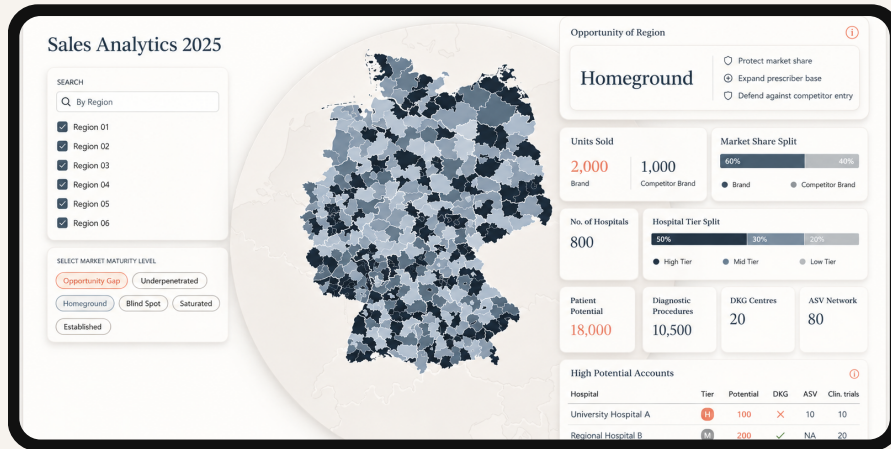
A diagnostic framework was then applied across four lenses, each examining a specific dimension of launch performance.

## FOUR DIAGNOSTIC LENSES

<p><b>Commercial Performance</b></p> <p>Sales trajectory, regional concentration, competitive pressure and patient opportunity reviewed together rather than in isolation.</p>	<p><b>Sales Attainment</b></p> <p>Brick-level revenue, units, formulation mix, QoQ, YTD and launch-to-date views across 200+ German regions.</p>
<p><b>Competitive Position</b></p> <p>Regional brand performance examined against an established competitor, surfacing the geography of relative strength and weakness.</p>	<p><b>Patient Opportunity &amp; Field Coverage</b></p> <p>Patient potential overlaid with brand and competitor field footprint, surfacing where coverage matched opportunity and where it did not.</p>

# From diagnostic foundation to commercial action

The diagnostic delivered four outcomes that changed how the commercial team prepared for, discussed and acted on the next planning cycle.



## Unlocking Established Brand Potential

A decision interface designed to help teams identify regional traction, opportunity gaps, competitive pressure and field priorities after launch.

Example diagnostic output showing how post-launch signals can be consolidated into one commercial decision view.

OUTCOMES & IMPACT

## From fragmented performance review to evidence-based commercial action

**01 One agreed view of launch performance**  
*Eliminated pre-meeting reconciliation across multiple reports.*

Leadership could review performance from a single shared foundation. The conversation shifted from “whose numbers are right?” to “what should we do next?”

**02 Regional decision-making, not national averages**  
*Restored geographic precision to performance review.*

The team could plan, invest and deploy regionally. Momentum and stalled performance became visible at the same level of detail.

**03 A competitive read that supports action**  
*Moved competitive understanding from descriptive to directional.*

The team could see where the competitor led, by how much, and whether the gap was widening or closing.

**04 Field deployment tied to patient opportunity**  
*Replaced assumption-based territory planning with opportunity-based deployment.*

The field plan could reflect where patient concentration exceeded brand presence, making coverage decisions more defensible.

### Cumulative Effect

The cumulative effect was an evidence-based planning conversation: not simply a review of what had happened, but a defensible view of where to act next.

### AI-ENABLED NEXT PHASE

The same foundation is being structured into decision intelligence that extends the team’s ability to ask, examine and decide as new strategic questions emerge.

CAPABILITIES ENABLED

**Decision-ready intelligence layer**

Commercial, market, sales and field inputs connected and harmonised into one governed foundation.

**Pharma-specific KPI logic**

Standardised metric definitions aligned to launch-stage commercial priorities.

**Launch & post-launch diagnostic intelligence**

Integrated diagnostic across performance, attainment, competition and opportunity coverage.

**Brick-level performance analysis**

200+ regional analyses surfacing differences masked by national numbers.

**Competitive signal integration**

Regional comparison of brand performance against an established competitor.

**Patient opportunity & field coverage mapping**

Regional patient opportunity overlaid with field coverage for prioritisation.

ABOUT PHAMAX

phamax is an AI-enabled decision partner for life sciences teams. We help pharmaceutical and biotech companies turn fragmented commercial data into confident decisions — across launch, market access, competitive intelligence, field deployment, and commercial performance. To learn more, visit [www.phamax.ch](http://www.phamax.ch) or contact [marketing@phamax.ch](mailto:marketing@phamax.ch).