The Launch Timeline Benchmark: How Do You Compare?

Benchmark Your Launch Timeline Against the Industry Standard

Introduction

In the high-stakes world of pharmaceutical launches, timing isn't everything — but it's close. Miss a key milestone, and even the most impressive data can get lost in the noise.
Every team thinks they're "on track." But how do you really know?

Take a look at how leading biopharma teams pace their launch preparation — and a simple benchmarking framework to help you pressure-test your own timeline across critical Medical and Commercial workstreams.

The Problem:
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You've got a launch window. A brand strategy. And top-line data.

But we've seen it too many times:

- A KOL engagement plan hasn't been activated
- The scientific narrative isn't aligned
- The MSLs aren't trained
- Promo and Med are out of sync
- The content calendar is suddenly on fire

Teams don't fall behind because they aren't working hard — they fall behind because they lack visibility across the full launch ecosystem. Milestones drift. Priorities collide. Strategic assets get finalized after field teams are already in motion.

The result: missed opportunities, messy execution, and wasted time and attention during your most critical months.

The Solution: A Better Benchmark

We've supported over 50 US & Global launches across nearly every therapeutic area. And while every brand is unique, high-performing teams consistently hit similar prep milestones — not just on time, but in the right sequence.

Introducing: The BGB Launch Timeline Benchmark

Use this framework to assess where you stand — and whether your timing supports the launch you're aiming for.

+12 Months Pre-Launch: Set the Foundation

The most effective launch teams don't wait for data — they build the scaffolding early. Long before final results are locked, they're shaping the narrative, preempting gaps, and preparing the field for a credible, confident rollout.

What high-performing teams are doing at this stage:

- Aligning on a scientific narrative framework that will anchor all external engagement
- Mapping, prioritizing and activating KOLs based on influence, reach, and unmet need focus
- Auditing evidence generation plans to identify gaps that could undermine the value story
- Crafting the promotional story to influence the rep story and omni-channel efforts
- Finalizing competitive analysis to position key differentiators early
- Laying the groundwork for MSL readiness — structure, materials, and early enablement

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9–6 Months Pre-Launch: Build and Test

This is the moment when early planning turns into field preparation. Your scientific story should be finalized — now it's about building assets, training teams, and pressure-testing how the narrative performs in the real world.

What high-performing teams are doing at this stage:
- Finalizing the core scientific platform and gaining cross-functional buy-in
- Training MSLs to interpret data with fluency, nuance, and confidence
- Developing modular scientific content tailored for stakeholder flexibility
- Conducting message testing with proprietary AI tools, advisory boards, early HCP audiences, or internal simulations
- Building out congress strategy and layering in publication planning

Red flag if:

MSL training, content development, and message approval are happening in silos — or worse, simultaneously with no shared framework.

APPLIED INNOVATION AT BGB: Our proprietary AI powered tools can understand customers by identifying deep "whys", decode meaningful language to define lexicon, test TPPs, disease state education, prescribing insights 10x faster than traditional research. Ask us about how our tools can support your brand.

6–3 Months Pre-Launch: Align and Activate

With the launch window fast approaching, this phase is all about precision execution. Every internal team must be aligned around the same strategic north star, and the field must be equipped to educate, engage, and adapt in real time.

What high-performing teams are doing at this stage:

- Executing MSL role plays and scenario training to drive confidence and consistency
- Delivering final scientific materials — compliant, differentiated, and field-ready
- Syncing Medical, Commercial and Market Access narratives to support payer conversations
- Activating KOL engagement campaigns and advisory discussions
- Training the sales team to align with launch messaging
- Establishing escalation protocols for real-time feedback from the field

Red flag if:

MSLs are improvising around missing materials, or Medical, Commercial and Access teams are working from different messaging playbooks.

3–0 Months Pre-Launch: Deploy and Monitor

At this point, there's no time left for rewrites or reinvention. Your story is live — and your team's ability to deploy it consistently, credibly, and compliantly will shape first impressions across every stakeholder group.

What high-performing teams are doing at this stage:

- Activating final speaker decks, leave-behinds, and field kits with compliance locked
- Coordinating Medical–Commercial handoffs for seamless in-field coverage
- Tracking early feedback loops from MSLs and KOLs to spot message friction points
- Executing omnichannel education strategies for broader HCP and patient visibility
- Reinforcing alignment through weekly launch control rooms or syncs

Red flag if:

Teams are still finalizing materials, scrambling for approvals, or reacting to gaps during live engagements.

What This Means for You

No two launches are identical — but success always depends on readiness. Use this benchmark to pressure-test your internal plan. Ask:

- Are we too focused on "checking the box" vs building engagement momentum?
- Are our Medical and Commercial teams running parallel — or in sync?
- Are we trying to finalize strategy during execution?

If you're behind, the good news is: there's still time. But only if you act now.

Launch Success Doesn't Just Fall Into Place— It Happens When You Have a Trusted Solutions Partner Like BGB.

At BGB, we don't just support launches. We engineer them — from crafting a differentiating scientific narrative to defining the best customer experience — with the speed, structure, and cross-functional fluency today's brands demand.

How we build launch momentum that lasts:

- We start upstream — shaping the scientific story before data locks, so your narrative leads, not follows
- We move fast — aligning Medical, Marketing, and Access with tight timelines and smarter workflows
- We embed deeply — creating integrated messaging frameworks that flex across stakeholders and touchpoints
- We build to scale — crafting modular content systems that grow with your asset, from pre-approval to LOE

Whether you're gearing up for first approval or rebuilding after a shaky rollout, we help brands cut through complexity — and launch with clarity, credibility, and control.

Get an Expert Review — On Your Timeline

Share your current launch timeline and receive a complimentary readiness assessment from a BGB launch expert. We'll identify risks, pressure-test key milestones, and recommend actionable next steps to keep you ahead of schedule.
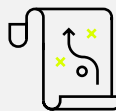
INTEGRATED SOLUTIONS

Combining multiple services and products seamlessly to address complex business challenges

SPEED TO IMPACT

Working closely with clients to understand their goals and develop tailored plans

HIGHLY ADAPTABLE

Customizing solutions to meet both immediate requirements and long-term brand objectives

Let's build the message your science deserves and a launch that sets the standard.

Contact **Amanda Eckel** at **aeckel@outreach.bgbgroup.com** to leverage BGB Group's expertise and elevate your brand's impact.