

# Launch Tracker Dashboard

*Weekly performance tracking across multiple dimensions*

## Your Challenge

### UNDERSTANDING YOUR LAUNCH EFFECTIVENESS

Every decision that you make surrounding your product launch has a bearing on its success. But how can you tell if you're getting the impact you want? You need feedback in the form of weekly sales data at the territory, product, and healthcare provider (HCP) levels to know if you're on track... or if you need to adjust your strategy.

## The Solution

### EFFICIENT ANALYSES OF LAUNCH PERFORMANCE FROM SEVERAL PERSPECTIVES

The PharmaReport Launch Tracker module delivers snapshots of your sales performance (by territory, product, and prescriber) in dashboards designed for your sales teams. The module delivers standardized insights, automatically, including a calculation of market share and growth. Sales staff can easily explore the results, taking a "deep dive" into the Key Performance Indicators (KPIs) defined by management and track them over time.



### ANSWERS TO KEY BUSINESS QUESTIONS

- How is my market share evolving?
- How many healthcare providers prescribed my product last week?
- Which territory (sector/brick) requires a new strategy?
- Are my efforts aligned with sales potential?
- Is my launch strategy giving my product a stronger market position?

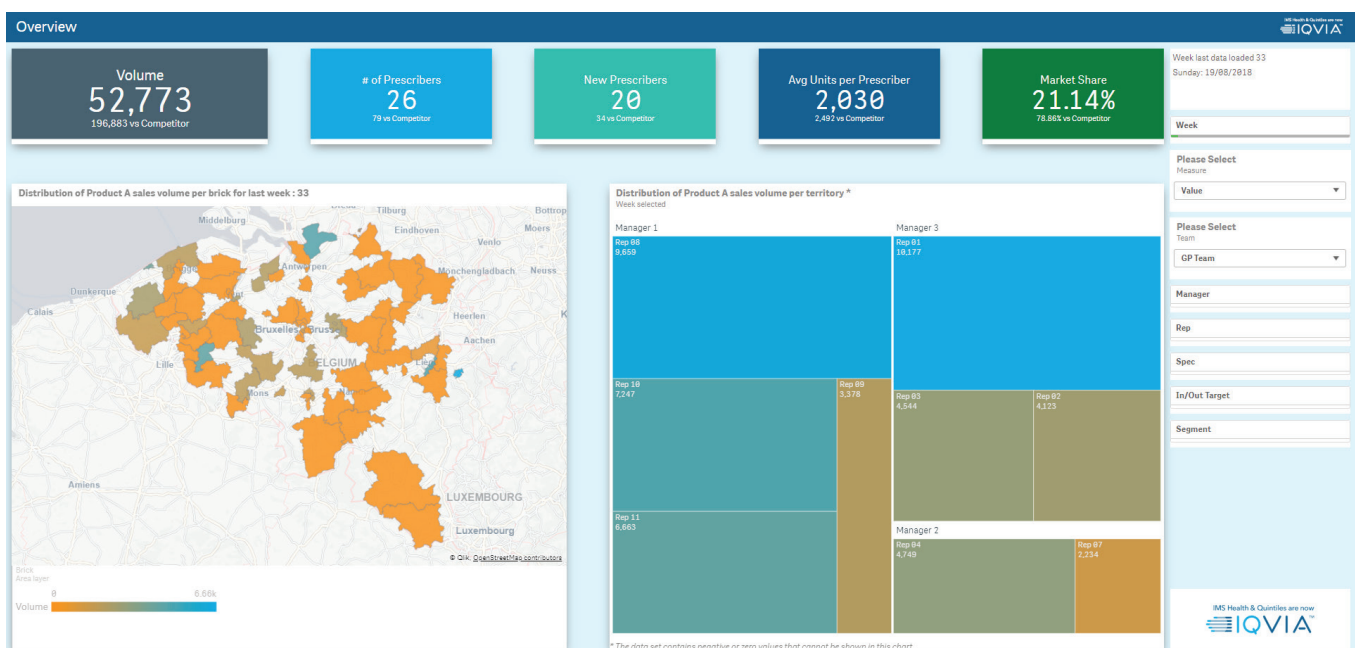


# The Results

## WEEKLY REVIEWS OF GROWTH DRIVERS

The PharmaReport Launch Tracker gives you a complete understanding of your launch results, week to week, so that you can plan your next move accordingly. With this insight you can:

- Better understand your market position
- Share a common understanding of your performance across all levels of the sales organization
- Make wise investment decisions
- Save time in your business analyses
- Define your best next actions




## About PharmaReport

The Launch Tracker application is part of the PharmaReport suite described in a separate fact sheet. IQVIA capabilities stand apart from the industry because our staff is focused exclusively on the life sciences industry and can bring you the deep subject matter expertise to identify where your company should focus in the near future.

Our team is ready to provide additional services in tailoring the modules to your exact need, if required.

### CONTACT US

To learn more about how the Launch Tracker module can speed your time to insight, please contact your key account manager

[iqvia.com](http://iqvia.com)