

# MathCo

## MathCo's Enterprise Launch Intelligence Capability for Scalable, Data-Driven Brand Execution

Launching a new product is a high-stakes, mission-critical undertaking where success depends on rapid market adoption, effective HCP engagement, seamless patient access, and the ability to outpace competitors. MathCo's Launch Intelligence Center brings together people, processes, and technology into an integrated capability that continuously monitors, analyzes, and responds to evolving launch dynamics. By unifying cross-functional data and embedding advanced analytics, we empower leadership with timely, trusted, and actionable intelligence, enabling faster intervention, stronger alignment, and sustained commercial impact during the most critical phase of the brand lifecycle.



### The Challenges Holding Back Launch Analytics Frameworks

#### 1. Fragmented Launch Data Ecosystems:

Critical launch data lives across CRM systems, claims feeds, marketing platforms, access trackers, and patient services tools. Without a unified data backbone, teams operate with siloed views and delayed insights during the most time-sensitive phase of commercialization.

#### 2. KPI Proliferation Without Strategic Alignment:

Organizations track dozens of metrics, but often lack a structured KPI architecture tied directly to launch strategy and success drivers. The result is reporting overload without clear prioritization of what truly influences uptake.

#### 3. Reactive Performance Management:

Traditional launch reviews rely on lagging indicators surfaced in weekly or monthly reports. By the time deviations are identified, opportunities for early intervention may already be lost.

#### 4. Limited Root Cause Transparency:

When uptake deviates from forecast, teams struggle to quickly isolate whether the driver is access barriers, targeting inefficiencies, channel effectiveness, competitive dynamics, or patient drop-off — delaying corrective action.

#### 5. Cross-Functional Misalignment:

Sales, marketing, access, and patient services teams often operate with separate dashboards and interpretations of performance. This fragmentation reduces coordinated decision-making and slows execution.

#### 6. Weak Governance and Data Trust:

Manual reconciliation, inconsistent metric definitions, and limited validation processes erode trust in launch reporting — leading to parallel analyses and reduced scalability.

The consequence is delayed course correction, slower response to market signals, and fragmented execution. In the most critical commercialization window, even small delays translate into lost uptake and competitive disadvantage.

# MathCo's Approach: Building an Intelligent Launch Command Center

At MathCo, we help Life Sciences organizations move beyond fragmented launch reporting to an integrated, intelligence-driven operating model. Our Brand Launch Intelligence Center is not a dashboard layer — it is a structured enterprise capability designed to detect risks early, uncover performance drivers, and orchestrate coordinated action across functions.

We transform launch analytics from passive tracking into proactive decision enablement.

## 1. A Unified, Enterprise-Grade Launch Data Foundation

We design and operationalize a purpose-built data ecosystem that consolidates internal systems and external intelligence into a single, governed backbone for launch performance management.

By integrating CRM, sales, marketing, access, patient services, claims, specialty pharmacy, and digital engagement data, we eliminate fragmentation and create a trusted, real-time source of truth.

The result is consistent metrics, reduced reporting friction, and enterprise-wide visibility into launch performance.

## 2. Strategy-Aligned KPI Architecture

Launch success depends on tracking what truly drives uptake — not just what is easy to measure.

MathCo partners with brand and functional leaders to architect a launch-specific KPI framework tightly aligned to commercial strategy, competitive positioning, and access dynamics.

We define:

- Leading and lagging indicators across Sales, Marketing, Market Access, and Patient Services
- Adoption, access, engagement, and persistence metrics
- Predictive signals that indicate momentum shifts before performance declines

Every metric is anchored to commercial impact, ensuring clarity, focus, and cross-functional alignment.

## 3. Proactive Performance Monitoring and Intelligent Alerts

Our intelligence layer continuously monitors KPIs against targets, forecasts, and benchmarks — surfacing deviations, anomalies, and emerging risks in near real time.

Automated alerts highlight early warning signals across uptake, access barriers, field execution gaps, and competitive activity.

This enables teams to intervene at inflection points rather than reacting after performance erosion.

## 4. Portfolio-Wide Forecasting Across Markets and Asset Types

We go beyond surface-level reporting by embedding a structured analytics engine that synthesizes cross-functional signals and isolates the true drivers of performance shifts.

Capabilities include:

- Root cause analysis of uptake variability
- Segmentation and targeting optimization
- Channel and promotional effectiveness assessment
- Access and reimbursement trend diagnostics
- Forecast validation and scenario modeling

We convert complex analytics into prioritized, action-oriented recommendations that accelerate decision-making.

## 5. Role-Based Intelligence for Coordinated Action

Launch decisions span leadership, brand teams, field operations, and access stakeholders. We design role-based, intuitive intelligence views tailored to each decision layer:

- Executive Leadership: Strategic performance overview, forecast variance, risk indicators
- Brand & Commercial Teams: Channel impact, competitive signals, uptake drivers
- Sales Operations & Field Managers: Territory-level performance, HCP engagement insights, execution metrics

Each interface balances strategic clarity with operational depth — ensuring alignment from the boardroom to the field.

## 6. Embedded Governance and Data Trust

Confidence in launch intelligence is non-negotiable. We embed structured governance frameworks that include data validation rules, standardized definitions, audit trails, and role-based access controls.

This ensures sustained data integrity, regulatory readiness, and enterprise trust in performance insights — well beyond the initial launch phase.

# MathCo's Differentiator

MathCo does not build standalone dashboards. We build enterprise launch intelligence capabilities that integrate seamlessly into your commercial operating model. Our approach combines deep pharma expertise, advanced analytics, and structured governance to ensure intelligence translates into action. The result is sustained capability, not short-term reporting. We help you institutionalize smarter launch decision-making.

Interested in knowing more. [Contact Us Today.](#)