



From FDA Delay to Launch Readiness

Enabling Product Launch with Data & AI.



Background

Due to delay from FDA approval, there was already reduced Budget and very tight deadlines for the launch. HCP data sits across CRM, prescription data, affiliations, third-party vendors, and medical interactions. At launch, there's no unified "single source of truth," leading to inconsistent profiles.

Even when insights exist, activating them into CRM, marketing automation, and field tools is slow. By the time profiles are usable, the launch window was already slipping. Customer needed quick insights to profiling team.



Solution

- Onboarded external data sources for market data and Mastered HCP/HCO data
- Established end to end Data process
- Publish cloud-based Data to downstream systems
- Configured Executive Dashboard for launch KPI
- Configured Home office and Field Dashboards for Patient Journey/Sales Tracking/Activity Reporting
- Provided 360- degree View of data by creating custom analytics

Business Outcomes

- Cloud-based platform deployed within 16 weeks
- HCP/HCO data mastered and integrated from external sources
- Commercial datasets onboarded
- CRM system primed with clean HCP target list
- Executive dashboards for launch KPIs configured
- Field dashboards created for sales and patient journey tracking
- 360-degree view of commercial data delivered to business teams



About Circulants

We help Life sciences organizations transform complex research, clinical, and commercial data into AI-driven insights. Enabling smarter discoveries, faster decisions, and breakthrough outcomes for a lasting competitive advantage.

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