

Reflective Questions

Forensic marketing: how to sharpen pharmaceutical brand strategy by Neal Wolff

1. Which of your recent launches could benefit from a “forensic” review — i.e., going back and asking *why* performance did or did not match expectations — and what assumptions (about market, customers, value) might we have taken for granted?
2. How well have you defined the value your brand delivers to each stakeholder (physicians, patients, payers) *before* launch — and did we fully anticipate what will motivate a switch away from the current standard of care?
3. In your targeting and segmentation strategy, did you correctly identify which stakeholders should be addressed first (e.g., specialist physicians vs primary care) and did the timing (such as direct-to-consumer or patient programmes) align with when prescriber adoption was ready?
4. How robust was your pricing, reimbursement and market access modelling? Did you sufficiently anticipate payer/end-user concerns, and what might “pricing research” have missed?
5. What are the systematic lessons you should capture from past launches - both your own and industry analogues - to improve the “science of changing human behaviour” in your marketing (as the talk frames it), and how will those learnings be embedded into the next launch plan?