

Launch & Lifecycle Special Interest Group

Sponsored by PSI & EFSPI

Goals of the eSIG



Provide a platform for statisticians working in the launch and lifecycle management space to help each other in areas of pre-competitive collaboration



Shape the industry by increasing the influence of statisticians to optimize evidence generation and inform clinical practice.
Showcase examples through case studies, publications, etc.



Drive scientific projects and innovation forward related to the field of Launch and Lifecycle

What factors drive successful launch?



Speed¹: launch order (being first) has significant advantages; subsequent do better when they can launch within 2 years with significant clinical advantages



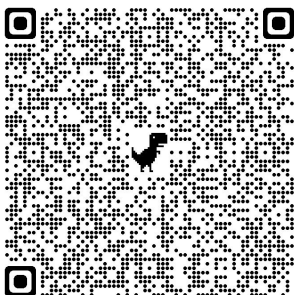
Other drivers²:

- Market Access
- Understanding customer needs
- Product differentiation

1. Spring L, Demuren K, Ringel M, Wu J. First-in-class versus best-in-class: an update for new market dynamics. *Nature Reviews Drug Discovery*, 24 April 2023.
2. Ford J, et al. Key factors to improve drug launches: Why drug launches miss market expectations and what to do about it. 26 March 2020.

Recent Publications / Upcoming Events

Devenport J, Schacht A, on behalf of The Launch & Lifecycle Special Interest Group within PSI. **Leading beyond regulatory approval: Opportunities for statisticians to optimize evidence generation and impact clinical practice.** *Pharmaceutical Statistics*. 2023;1-6.



Thursday, 5 October 2023, 12:00 CEST / UTC+2

1 hour PSI webinar

Do you want to stay single?

Considerations on single arm trials in the post-regulatory space