Launch & Lifecycle
Special Interest Group

Goals of the eSIG

Provide a platform for statisticians working in the launch and lifecycle management space to help each other in areas of noncompetitive 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 post-approval evidence generation

We're seeking new members

We also collaborate with multiple SIGs, recognizing that it takes a village to launch a new medicine and satisfy multiple global stakeholders.

Do you see yourself contributing to our collaboration with the RWD SIG on Estimands in post-launch Tx pattern studies? Contact yulia.dyachkova@merck.com to join or learn more.

What factors drive successful launch?

Speed[1]: launch order (being first) has advantages; subsequent products do better when they can launch within 2 years with significant clinical advantages

Other drivers[2]:
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.

Upcoming Events

Check out our web page

Invited talk @ RealiseD workshop series in November 2025
Based on our SIG's manuscript:
Dyachkova Y, Dunger-Baldauf C, Barbier N, et al. Do You Want to Stay Single? Considerations on Single-Arm Trials in Drug Development and the Post Regulatory Space. Pharm Stat. 2024;23(6):1206-1217.