

# Launch Lighthouse

## *Ignite your launch*

A product launch is like a grand opening night — it sets the stage for long-term success. To maximize chances of success, it is vital to outline and track launch planning steps.

As seasoned launch partners in the healthcare industry, we know that many launch stumbles are irreversible, and launch rescues are expensive. Thus, we deploy a dynamic launch management platform to empower life science professionals across the spectrum, from small biotech to global pharma companies. Launch Lighthouse is an established, web-based launch management platform that helps teams plan, coordinate, and track crucial launch activities to drive launch success.

### Exportable launch reports

Informative real-time slide and spreadsheet exports



### Real-time launch tracking

Aggregated view of current launch readiness across workstreams



### Detailed activity plan

Detailed view of each launch activity, editable by users



### Web-based platform

User-friendly, hosted web-based tool



## What's in it for launch teams:



### Effective coordination

Configured for your specific launch plan, enabling cross-functional tracking and clarity across the organization



### Real-time accountability

Delayed activities are identified in real-time with automatic status tracking, allowing for course-correction well ahead of launch



### Automated report generation

Forget manual slides and spreadsheets — leverage automation to easily create summary or comprehensive reports for team meetings and readiness reviews



### Global coordination

View status of launch plans at the global level as well as at the individual country level



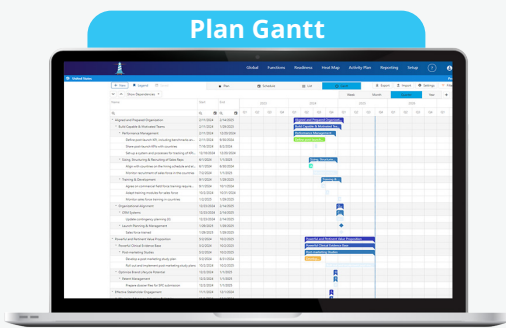
### Single source of truth

Benefit from a unified web-tool which all users can access and update in real time

# Launch Lighthouse in action

## Ready, Set, Launch

Launch Lighthouse enables efficient collaboration across an organization and a comprehensive overview of launch readiness. It provides a platform for a detailed repository of steps across dozens of functions, tracking of inter-dependencies, and summary reporting straight into PowerPoint and Excel.



Embrace launch innovation to empower your team and drive successful launches with Launch Lighthouse!

Ready to lead the way in launch excellence? Contact us at [LaunchLighthouse@iqvia.com](mailto:LaunchLighthouse@iqvia.com)



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