

5 Ways AI is *Actually* Impacting Pharma Launches

The difference isn't having AI.
It's knowing how to use it.



01

Winning Teams Use AI to Strengthen the Narrative, Not Just Create Content

Most teams use AI to produce. They generate emails, summarize studies, and build first drafts.

Top winning teams take a different approach. They use AI to challenge and refine their scientific narrative before a single asset is built.

They ask better questions.

Is the story clear?

Is it differentiated?

Does it translate across stakeholders?

They might use AI to simulate how a payer medical director would react to the core value proposition, or where an MSL might lose a KOL in the first five minutes. AI becomes a way to stress-test thinking, not just speed up writing.

Why this matters at launch

Speed alone does not improve performance. If the story is weak, faster content only spreads the problem. A strong narrative, on the other hand, improves every interaction from MSL conversations to payer discussions.

02

Winning Teams Apply AI Early in the Process, Not Just at the End

Many teams introduce AI late. It shows up during content development when timelines are tight and execution is already underway.

High-performing teams use AI earlier.

They apply it during planning to explore positioning, identify evidence gaps, and evaluate the competitive landscape. They use it to shape decisions before they are locked.

Why this matters at launch

By the time materials are being developed, most strategic choices have already been made. Teams that use AI earlier make better decisions and avoid rework later.

03

Winning Teams Use AI to Identify Gaps, Not Just Improve Efficiency

AI is often positioned as a productivity tool. It helps teams move faster and produce more.

Winning teams focus on something else. They use AI to find what is missing before it surfaces in the field.

They look for weaknesses in the story.

They test for unanswered objections.

They identify where engagement might break down.

The gaps that sink launches rarely show up in internal reviews. They show up in a payer meeting that goes sideways or an MSL conversation that stalls. AI becomes a diagnostic tool that surfaces those risks early, when there's still time to act.

Why this matters at launch

The most damaging gaps are not always obvious internally. They show up in the field, often at the worst possible time. Teams that identify those gaps early are far better prepared.

04

Winning Teams Use AI Across Teams, Not in Isolation

In many organizations, AI is used within functions. Medical uses it for literature review. Marketing uses it for messaging. Access uses it for value communication.

Each team works independently.

High-performing teams take a more connected approach. They use AI to test and align messaging across Medical, Commercial, and Access.

They ensure the story holds up across audiences while remaining consistent at its core.

Why this matters at launch

Misalignment does not show up in internal documents. It shows up in real conversations with HCPs and payers. Teams that align early avoid confusion later.

05

Winning Teams Combine AI with Expertise, Not Replace It

AI can generate ideas quickly. It can organize information and suggest structure.

But it cannot replace judgment.

Top teams understand this. They use AI as a starting point, then apply scientific, strategic, and creative expertise to refine the output.

They validate the science.

They shape the story.

They ensure the message works in the real world.

Why this matters at launch

In a regulated environment, nuance matters. Accuracy matters. Context matters. The teams that succeed are the ones that combine speed with expertise.

From Experimentation to Impact

AI will not fix a weak launch strategy.

But it will highlight where the gaps are.

The teams seeing real impact are not just moving faster. They are making better decisions earlier. They are aligning more effectively. And they are building narratives that hold up under real-world pressure.

If your current use of AI is focused on output alone, you may be missing the larger opportunity.

Why BGBx

Most organizations are using AI to move faster.

We use it to think bigger.

AI has reduced the cost of execution dramatically. What used to take weeks now happens in hours. But the real opportunity isn't doing the same work faster. It's expanding what's possible before you commit to a direction.

That's where BGBx is different.

We bring together physician-founded scientific expertise, AI-driven execution, and a proven process for aligning teams and sharpening decisions across the full commercial lifecycle. The result isn't just speed. It's better thinking before execution begins.

Our teams explore more strategic territory. Pressure-test narratives more rigorously. And respond to market signals before they become missed opportunities.

Because in healthcare communications, the challenge was never just content. It's always been judgment.

Winning teams won't be the ones with the most AI tools. They'll be the ones that know how to combine AI with expertise to expand their ambition.

That's what we are built for.





Want a sharper perspective on your launch strategy?

Share what you're working on. We'll highlight where your approach can be stronger, more aligned, and more effective before it hits the field.

Email Amanda.Eckel@bgbgroup.com

About BGBx

BGBx is an independent commercial solutions partner for pharmaceutical and life science companies and their brands, combining consulting, communications, science, creativity, data, technology, innovation, and digital capabilities to deliver breakthrough results. Through BGBx Consulting and BGBx Communications, the company helps clients set strategy early, stay aligned throughout the product lifecycle, and execute through marketing and communications programs that drive impact. BGBx is Built for Breakthrough. Learn more at bgbx.com.

