



CASE STUDY

ensuring on-time pharmaceutical product launch with expedited promotional material review

Learn how ProPharma's team of PRC, medical, and regulatory experts expedited the review and delivery of 60+ promotional materials in a 4-week timeframe to ensure our client was able to meet their deadline and avoid delaying their product launch.

With just four weeks from system access to launch, ProPharma partnered with a small pharmaceutical company launching its first commercial product to conduct over 60 reviews of promotional and training materials. Our medical, regulatory, and marketing and regulatory operations experts condensed review timelines, educated the commercial team, and collaborated closely with company stakeholders. The result: all materials were finalized and submitted, ensuring a successful launch.



"I can't thank this team enough for the Herculean lift over the last several weeks. So proud of the hard work from everyone to get us launch ready." – Company Stakeholder

challenge

Our client, a mid-size biopharmaceutical organization, was preparing for their launch of its product and partnered with our team to assist with the review of a high volume of promotional documents.

Launching a new pharmaceutical product is always a high-stakes effort, but this situation was particularly heightened due to the timeline being especially unforgiving. Our team had just four weeks between gaining access to the client's electronic review system and their official launch date — a window that left no room for error.

Success required dozens of materials — from websites and mechanism of action videos to brochures, banner ads, emails, and social media — to be reviewed, finalized, and submitted to FDA in time. Yet the internal commercial team's limited experience with promotional review processes heightened the risk of delays and costly rework.

With so much riding on launch-day readiness, including regulatory compliance, market entry, and stakeholder confidence, the pressure to deliver was immense.

solution

We immediately mobilized a cross-functional team of medical, regulatory, marketing operations, and regulatory operations' submission experts to support the client's launch. From the outset, the team implemented a fast-paced Promotional Review Committee cadence of three meetings per week and built realistic timelines that allowed for two full review cycles of every item.

Our medical reviewer delivered clear, comprehensive feedback while educating the commercial team on core principles such as claim substantiation, benefit-risk balance, and data hierarchy. In parallel, regulatory experts provided confident, experience-based guidance, drawing on cross-client insights to address challenges and build trust with company leadership.

Our team operated as an extension of the client's organization: aligning feedback before meetings, resolving issues quickly, and steering the process with proven best practices to ensure quality and compliance under tight deadlines.

outcomes

In just four weeks, our team successfully reviewed more than 60 promotional and training materials, finalized every asset, and secured timely FDA 2253 submissions. The company achieved its launch date without delay, with fully compliant, balanced, and approved materials ready for healthcare providers and patients on day one.

Beyond meeting the immediate deadline, the partnership built lasting credibility with company leadership, enhanced the internal team's knowledge of promotional review requirements, and established a strong foundation for more efficient, effective reviews in future campaigns.