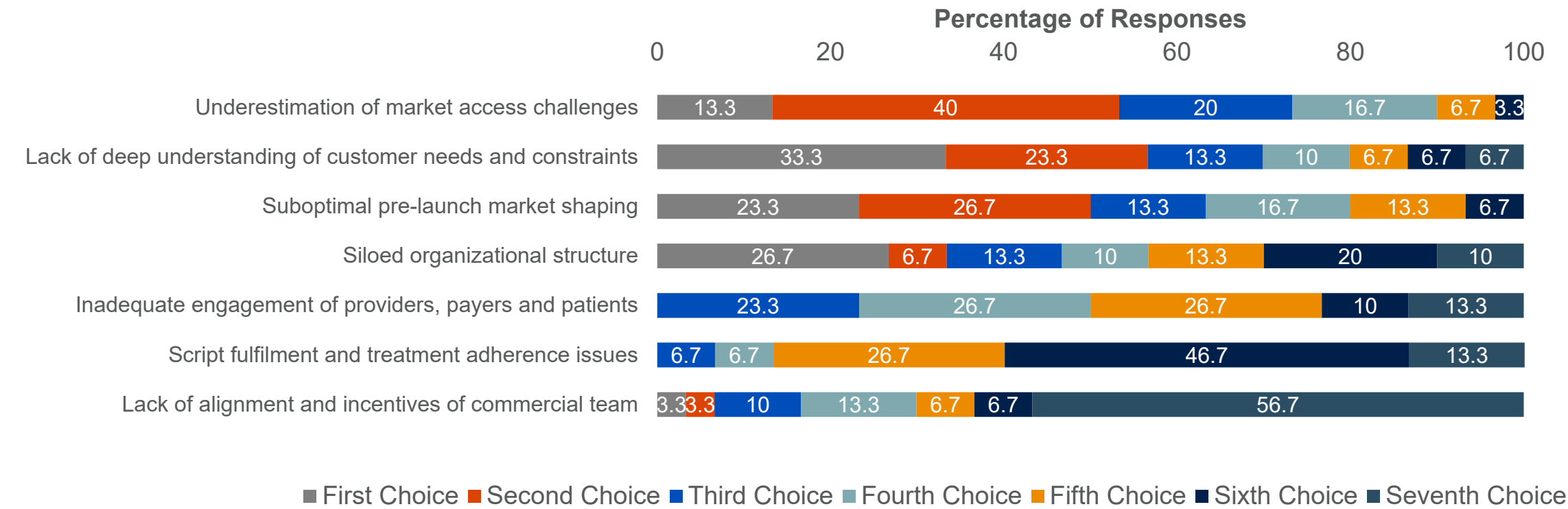


Question 1

Launches and commercialization efforts in the biopharmaceutical industry have a poor track record. Please rank the reasons why in terms of most to least impactful, based on your experience:

Reasons Launches and Commercialization Efforts Have a Poor Track Record

N=30



• Source: EVERSANA survey of 30 biopharma commercialization professionals