

5 Scientific Messaging Pitfalls That Could Cost Your Launch

How Medical and Commercial Teams Can Align to Win

Introduction

In today's life sciences market, scientific innovation alone doesn't guarantee success. Your asset may be best-in-class, but if Medical Affairs, Commercial, and Market Access teams aren't telling a unified story, you risk confusion in the field, credibility gaps with stakeholders, and lost ground to faster-moving competitors.

When messaging breaks down, it's not just sales that suffer—trust erodes, HCPs disengage, payers look to the competitor, and patients who need your treatment may never hear about it in time.

At BGB, we've propelled over 50+ launches across 20+ therapeutic categories. We've seen what works—and what doesn't. This quick guide unpacks 5 of the most common scientific messaging pitfalls and how to avoid them. Each one underscores a larger truth: today's launches demand speed, precision, and alignment across science and strategy.

Misalignment on the Data Narrative

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When Medical and Commercial don't speak the same language, the message breaks down

You've got the topline data. The clinical endpoints are strong. But when Medical Affairs builds one version of the story and Commercial builds another, what reaches the field is a blended message that's often incoherent, and sometimes contradictory.

Sales reps hear mixed explanations of the data. MSLs emphasize one piece of data, while brand teams anchor on a claim focused on another data point. What should be your strongest asset—the science—becomes a source of confusion.

What's really happening?

Internal functions are interpreting data through different lenses:

- Medical wants to protect scientific nuance
- Marketing wants to simplify and differentiate
- Review teams want to minimize risk
- Sales wants a message that moves fast

How to fix it:

- Establish a shared communication platform and brand narrative early on, co-developed by Medical, Commercial, and Access teams
- Use a central messaging matrix to map claims, data sources, and regulatory guardrails
- Host cross-functional alignment sessions before materials are developed—not after

Overloading With Data, Underwhelming the Story

—
If everything is important, nothing is memorable

You've got 60 pages of clinical trial results, biomarker data, subgroup analyses, and exploratory endpoints—and every stakeholder wants their piece included. The resulting core visual aid or core deck is a patchwork of competing priorities.

It's technically accurate. But what's going to resonate?

What's really happening?

In an effort to “cover all the bases,” teams overwhelm target customers with undifferentiated facts. The key takeaway—the reason to believe—gets buried beneath charts and tables.

The Result:

HCPs glaze over key information. Payers miss the value signal. Your reps spend more time explaining charts than selling. Worst of all? You're no longer in control of your brand narrative.

How to fix it:

- Define your **core message blueprint and hierarchy** early: what must be known vs what's supportive detail
- Apply a “**see-feel-know**” **structure** to materials—what draws the eye, what resonates emotionally, what educates
- Give every data point a **story function**—does it prove, compare, contextualize, or challenge?

Poor Segmentation of Stakeholder Messaging

— Your audience isn't monolithic—your messaging shouldn't be either

You've built a single beautiful, consistent, and clear brand story—and now it's being used across every audience: KOLs, payers, HCPs, nurses, patients. Slight tweaks are made, but the structure remains the same. A consistent story is critical, but it must be flexible enough to meet each audience where they are.

What's really happening?

You're under-resourced, under pressure, and moving fast—so it's easier to repurpose one message than build a tailored system. The problem is:

- KOLs want innovation and clinical depth
- Community practitioners want practical advice
- Payers want value and real-world performance
- Patients want clarity, simplicity, and to see themselves represented

The Result:

Every group hears the same words but walks away with different interpretations—or no interpretation at all. Your brand feels generic, out of touch, even self-serving.

How to fix it:

- Based on deep segment insights, develop behavior –based, **persona-driven message maps** based on role, mindset, and pain points
- Give your field teams **adaptable message modules** with talking point flexibility
- Train teams on **narrative elasticity**—how to stay on-brand while adapting to stakeholder needs

At BGB, we believe in identifying customer barriers and drivers—the deep whys. Unearthing what's not talked about; why an HCP really wouldn't prescribe a medicine; why a patient would start a medicine; why a patient would take a medical test; Reach out to us to learn more about our proprietary AI-driven tools to build meaningful segments.

Not Planning for a Real-World Evidence Story

—
Clinical trial data gets you noticed.
Real-world evidence earns you belief

You've just secured FDA approval. You've got pristine trial data. But when it comes time to engage skeptical HCPs, their first real question is, "Will this work across the patient populations I see in my practice?" Back in 2018, the FDA began to align on how to evaluate the potential use of real-world evidence to help support approvals.

What's really happening?

You've optimized everything for regulatory success—but not yet for the clinical day-to-day. That gap between the controlled world of the trial and the variability of real-world practice becomes a messaging void.

The Result:

Providers hesitate to prescribe. Access stalls. And the field is stuck relying on anecdotes instead of structured evidence.

How to fix it:

- When possible in therapeutic areas, start gathering **real-world data** (even observational) pre-launch
- Frame these insights as a **continuation of the brand's scientific journey**, not a postscript
- Build **case studies, patient archetypes, and "in practice" narratives** into your messaging system

Failure to Differentiate in Crowded Therapeutic Areas

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If your brand sounds like everyone else, it becomes invisible

You're entering a therapeutic category with 6 other players—2 with similar mechanisms. Your MOA is innovative. Your endpoints are solid. But your messaging sounds... like you've heard it before.

"Breakthrough"

"First-in-class"

"Practice changing"

"Innovative mechanism"

What's really happening?

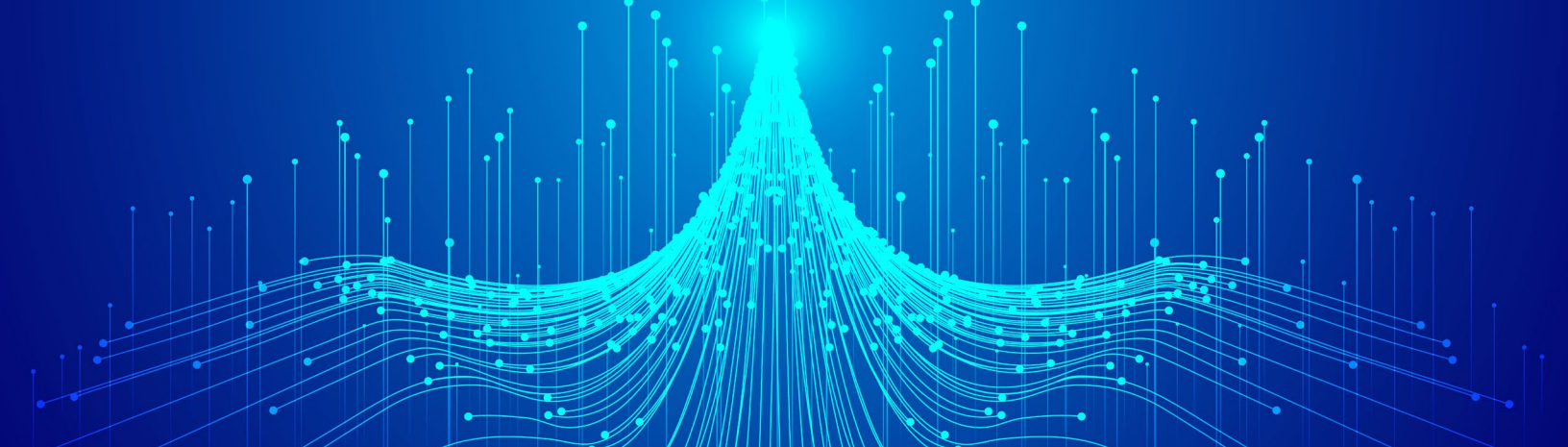
You've optimized your claim set for accuracy and approval—but not for memory or meaning. You're saying the right things, but you're not saying them in a way that sticks.

The Result:

You blend into the market noise. Sales momentum is soft. Field feedback is: "It's good—but we're struggling to differentiate."

How to fix it:

- Uncover the **emotional or clinical tension** your brand uniquely resolves—fear of relapse, diagnostic ambiguity, delayed treatment
- Build a **narrative architecture** that starts with that tension and builds to resolution
- Vet your messaging through **external feedback loops**—advisory boards, market research, and field pilots



From Pitfalls to Precision: Why BGB Is Your Launch Partner

What do all 5 pitfalls have in common? They're not caused by weak science—they're caused by disconnected systems.

Solving these problems requires more than stronger content; it requires a **connected messaging ecosystem** and a strategic partner who understands how to build one.

That's what we do at BGB.

We understand your science. We collaborate deeply with Medical, Commercial, and Market Access teams to develop stories that are both credible and compelling, grounded in science, crafted for speed, and personalized to resonate across channels and stakeholders.

We're more than an agency—we're your **solutions partner**:



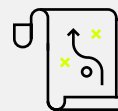
INTEGRATED SOLUTIONS

Combining multiple services and products seamlessly to address complex business challenges



SPEED TO IMPACT

Working closely with clients to understand their goals and develop tailored plans



HIGHLY ADAPTABLE

Customizing solutions to meet both immediate requirements and long-term brand objectives

Let's build the message your science deserves—and a launch that sets the standard.

Contact **Amanda Eckel** at aeckel@outreach.bgbgroup.com to leverage BGB Group's expertise and elevate your brand's impact.