

Case Study: Direct To Patient

A top 10 brand name pharmaceutical company partners with Eagle Pharmacy, a KnippeRx company to address generic competition and loss of branded prescriptions which were written as a result of brand coverage for a top 10 prescribed name brand product.



THE SITUATION

A top 10 brand name pharmaceutical company was facing generic competition for a prescribed name brand product. The manufacturer was experiencing a sizable reduction in prescriptions once a loyal HCP switched to the generic, as patients' insurance was no longer covering the brand. Manufacturer continued to maintain strong payor relationships with good coverage for their brand in areas across the country. Manufacturer needed a custom pharmacy solution for areas with no coverage to ensure not to cannibalize the percent of covered insurance claims with a Direct To Patient "cash" offer. The manufacturer was hopeful if their brand price was cost competitive to the generic price, HCP's and patients would return to the brand.



THE REQUIREMENTS

- ▶ Provide a Direct To Patient cash specialty pharmacy solution in regions of the country where the brand had limited coverage
- ▶ Avoid cannibalization of covered patients in areas with strong payor relationships
- ▶ Provide a mobile interactive and customized brand specific online experience that includes both the initial patient engagement and return user experience
- ▶ Provide a full-service patient support center
- ▶ Enable manufacturer to retain positive margin with a cash-based solution



THE KNIPPERX SOLUTION

- ▶ Target marketing to high generic prescribers that were previously brand loyal
- ▶ Established brand name pharmacy for ease of prescribing within EMR's
- ▶ Implemented mobile interactive online patient engagement/return user experience
- ▶ Real-time text and e-mail patient interaction
- ▶ Developed automated refill program
- ▶ Full-service online and live patient support center



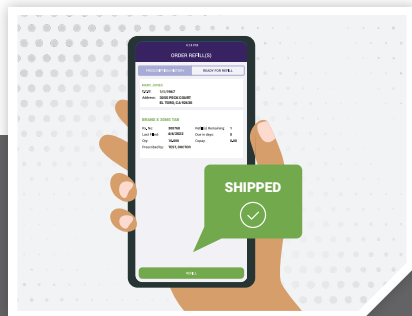
THE RESULTS

- ▶ Began with 1,500 patients: now servicing 140,000 patients
- ▶ Over 1 million program dispenses
- ▶ Program fills the brand for over 90% of patients enrolled versus less than 50% at retail
- ▶ Greater than 50 fills, normalized to 30-day supply, per patient
- ▶ 98% of clean orders are processed and shipped the same day



THE SHORTEST PATH POSSIBLE FROM SCRIPT TO THERAPY.

KnippeRx is an affiliate of Knipper Health, an acknowledged leader in the Life Sciences for more than thirty years. We employ a personal, consultative approach, partnering with clients, practitioners and patients to design innovative, effective solutions that are driven by market insight and data to ensure maximum return on our clients' investment and ultimately to improve people's lives. Our clear concentration enables us to provide exceptional services to manufacturers, patients, providers and payers—never before offered in the specialty care environment.



SPEED TO THERAPY:

- ▶ Same day processing of Rx received*
- ▶ ePriorAuthorization technology reduces cycle times to as little as 48 hours
- ▶ Assistance with appeals processing
- ▶ Rapid delivery using select last mile carriers and courier services

** Same day service level agreements by contract based on individual programs*



FLEXIBLE HUB SERVICES:

- ▶ Comprehensive benefits investigation
- ▶ Accelerated electronic prior authorization
- ▶ Free trial enrollment processing
- ▶ Bridge programs
- ▶ Income verification for free goods program qualification



CLINICAL CARE:

- ▶ One-on-one contact with caring clinicians throughout the therapy journey
- ▶ Clinicians are available online or by phone
- ▶ Patients are navigated through the importance of persistence, therapy administration and training, and the management of side effects and multiple medications



SPECIALIZED SERVICES:

- ▶ Highly unique patient-centric online and traditional enrollment processes
- ▶ PAP Qualification and Administration
- ▶ End-to-End Management of Bridge Programs, Free Trials and more