



# Case Study Specialty Lite

“SPECIALTY LITE” PROGRAM FOR BRANDED ROUTINE ORAL SOLID PHARMACEUTICALS, WHICH HAVE RECENTLY GONE GENERIC

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## Specialty Lite

"Specialty Lite" Program for Branded Routine Oral Solid Pharmaceuticals, Which Have Recently Gone Generic

### March 2011

- Pharma company was largest payer for their own drugs, due to a generous copay card program, used to stem generic substitution and brand erosion.

### August to December 2011

- Scoped, scaled and designed a comprehensive services program including a copay card company alternative (ability to ping own benefit), Patient Assistance Program, reimbursement services hub and alternate specialty pharmacy fulfillment provider
- Management chose to implement the alternate specialty pharmacy program first
- Found SP and operationalized program in 1 month
- Educational program at MD specialist and patient levels, regarding voluntary drug program
- Result: generic erosion curve was successfully delayed, many patients were able to stay on branded drugs and pharma company's financials significantly improved, allowing them to sell themselves to another pharma company