BioSolutia®

Case Study
New Drug Launch

NEW FIRST IN CLASS DRUG LAUNCH: ULTRA – ORPHAN INDICATION

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407.603.8043

New Drug Launch

New First In Class Drug Launch: Ultra – orphan Indication
For enzyme replacement for treatment of a rare genetic disorder

Engagement With Original Pharmaceutical Company

December 2007 – September 2008

- Strategic options - sell asset, license asset or commercialize
- Assess appropriate distribution and services model, audit and re-write all boilerplate contracts *(Reimbursement Services Hub; SP; Copay Assistance Foundation)*
- Scale, scope, design, build and implement services and distribution model
- Decision made to sell drug asset

Engagement With Acquiring Pharmaceutical Company

September 2008 – June 2010

- Provided continuity from original to acquiring pharmaceutical company *(no existing ultra orphan commercial team)*
- Continue contracting with providers under acquiring pharmaceutical company
- FDA approved October 2008, average patient cost over ~$400K per patient per year
- Ongoing program management and consumption monitoring, due to long production cycle
- Ongoing monitoring of reimbursement coverage, trends and issues
- First year patient uptake exceeded company projections
- Daily Financial Case Management (FCM) oversight resulted in maximizing insurance coverage and a significant reduction in patients receiving free drug and copay assistance foundation support