



Case Study Drug Optimization

PROGRAM & STRATEGY CHANGES: ULTRA – ORPHAN SPECIALTY DRUG
FOR RARE CHRONIC GENETIC CONDITION

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Drug Optimization

Program & Strategy Changes: Ultra – orphan Specialty Drug For Rare Chronic Genetic Condition

First in class ultra - orphan drug stagnating and challenged by introduction of multiple competitive drugs.

Assessment & Initial Recommendations

June 2007 – December 2007

- Engaged to assess current exclusive distribution model, offered by pharma company-owned specialty pharmacy, working assumption by company leadership was “there’s a problem at the pharmacy level, hindering growth”
- Assessment: Company owned SP was determined to be best SP in industry, based on standard performance metrics
- Lack of growth was “above the funnel” – meaning sales pull-through and managed markets contracting were needed to successfully gain more patients
- Designed managed markets payer strategy, tactics and department structure
- Assisted in scoping, designing, recruiting, hiring and training of new Managed Markets / National Accounts department

Execution, Assessment & Expansion

January 2008 – June 2011

- Brokered personal introductions and meetings with the top 10 national payers, developing customized win-win programs for each payer, including first bundled drug portfolio contracting strategy in the plasma industry
- Worked with a large national payer’s specialty pharmacy, to implement the rollout of a national nursing solution to support the manufacturers products, which allowed further expansion of manufacturers product lines
- Designed, developed and implemented another product program, based on the successful enhancements of original drug program