



# Case Study Drug Re-Launch

ULTRA – ORPHAN SPECIALTY DRUG, FOR MULTIPLE EXISTING  
ON LABEL INDICATIONS

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## Drug Re-Launch

Drug Re-Launch: Ultra – orphan Specialty Drug, for Multiple Existing On Label Indications  
*Long existing product, pharma company struggling financially, downsizing, initial use of drug all off label, no promotion*

### Assessment, Strategy Development & Re-Launch

**April 2007 – December 2007**

- Assessed strategic options – indications, sales/reimbursement history, use for orphan indication, distribution model: retail vs specialty pharmacy, based on price point
- Created limited SP network and mandatory Hub with proactive day-to-day oversight of case level reimbursement
- Focus on orphan drug economic and support model. Executed significant price increase
- Orchestrated overall market migration to new pricing, retrofitted distribution and support services model, focusing on understanding ongoing reimbursement dynamics, develop growth plans for future indications

### Identify Opportunities & Growth Strategy For New Indications

**2008 – 2010**

- Analysis of reimbursement coverage, by indication, with focus on understanding why and how cases were successfully covered
- Drug indication coverage improved, while PA rate steadily climbed, sales force expanded significantly.
- Identified target patient population, aligning sales strategy and reimbursement supports were keys to success

### Same Strategy & Approach For Additional New Indications

**2011 – 2013**

- Same model – start small, analyze, understand and then expand
- Reimbursement strategy based upon massive data capture of coverage trends, interpret and adjust strategy as needed