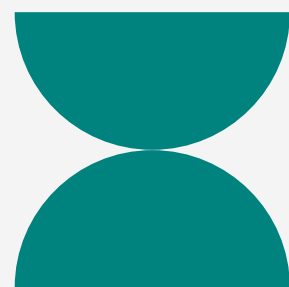# PHIL

Life Sciences Hub Design Playbook

Proven strategies to maximize adoption of your patient services program

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Playbook Overview

Escalating drug utilization management requirements are driving an increasing number of life science brands to offer hub services to enhance patient access. This trend holds true not only for traditional specialty therapies, but also for specialty-lite and branded retail products looking for an alternative to retail. While a hub can be a great tool to positively impact the patient access journey, it can also be a costly endeavor that results in a poor return on investment (ROI).

Hub services represent a major touchpoint with patients and healthcare providers, yet many brands struggle to effectively drive engagement with their patient support programs no matter which hub model they use. The result is a fragmented patient experience and weakened brand loyalty which ultimately diminish net sales and return on investment.

With consumer expectations for convenience and transparency at an all-time high and the demand to support patient access to prescribed therapy continuing to grow, specialty-lite brand teams must develop a patient services model that not only meets these needs, but also maximizes hub adoption.

This playbook is for life sciences manufacturers looking to get the most from their hub services. After making the case for using a digital hub to support patient access to special-lite and branded retail therapies, we highlight five key plays for maximizing adoption and impact. Additionally, we highlight a case study that reveals how one manufacturer successfully put these plays into action to drive brand success.

The Case For A Digital Hub In 2024

Pharmaceutical hub designs can be complex, and there is no one-size-fits-all solution. Hub services may include distribution support, benefits investigation and verification, prior authorization assistance, financial assistance program management, patient education and adherence support, pharmacy dispensing support, data reporting, and more. In addition to creating support services in-house, pharmaceutical manufacturers can obtain hub services through a third-party vendor or choose a hybrid approach.

- **"Traditional", or full-service, hubs** are built around a call center consisting of a team of nurse educators, care coordinators, clinicians, and reimbursement specialists. Expensive, cumbersome, and difficult to customize or scale, traditional hubs may be appropriate for biologics and treatments that are distributed as buy-and-bill or require cold chain distribution, but they tend to be overkill for branded retail and specialty-lite therapies. More importantly, they fail to deliver a modern consumer experience in line with modern consumer expectations.

> **80%** of life sciences companies still invest in call centers[1]

- **Specialty pharmacy networks** can act as a hub by providing patient support services. A downside to this approach is incentive misalignment with brand objectives. Lower reimbursement rates and plan contract gaps incentivize pharmacies to overutilize uncovered manufacturer subsidy programs, such as copay coupons. This workaround helps customers afford their medications without hurting the pharmacy's bottom line. Overutilization of this practice negatively impacts the manufacturer's gross-to-net.

  Also of note: most specialty pharmacies are part of limited networks designed by PBMs, which gives payers more operational and economic control over prescription fulfillment and can adversely affect the level of coverage a brand can expect. Manufacturers that use this approach also have minimal control (and visibility) over the patient and HCP experience with their brand.

> PBM-affiliated specialty pharmacies account for **65% of the total market** in dispensing and revenues[2]

Making The Case For A Digital Hub

- **Digital hubs** operate on a technology-driven model, integrating into all a brand's access services to automate every step of the patient's journey – from prescribing to prior authorization (PA) to fulfillment – keeping the patient in the loop along the way. A digital approach facilitates the capture of accurate and timely data – such as insurance coverage and PA requirements – so brand teams can make informed decisions around improving access to the prescribed therapy. Overall, a digital hub can provide a modern consumer experience and give manufacturers more oversight and control over their brand's performance.

> **8 out of 10** healthcare consumers prefer to use digital channels to communicate with HCPs and brands[3]

A Comparison of Hub Design Capabilities

	Digital Hub	Traditional Hub	Specialty Pharmacy
Enrollment			
Patient Consent			
Benefits Eligibility			
Reimbursement Support (PAs)			
Financial Assistance (Copay, CAP, PAP)	Automated	Mostly Manual, Some Automated	Manual
Pharmacy Triage			
Bridge Program			
Distribution Management			
Adherence Support			
Data Reporting			

Andrew Duncan

VP of Business Operations and Analytics, Phil

"A digital hub can onboard and integrate into a brand's patient access program quickly and be up and running in just weeks at a fraction of the cost. Ideally, manufacturers only pay the hub partner for outcomes like enrollments, coverage, and dispenses – eliminating the sizeable overhead fixed costs incurred by legacy hub solutions that rely on human capital to generate activity."

Play #1: Deliver A Modern User Experience Across The Prescription Journey

Today's patients expect to be active consumers of their healthcare services with access to digital tools that deliver a frictionless, consumer-centric experience on par with what they experience in other industries. In healthcare, that's often not the case. Both traditional and specialty pharmacy hub designs fall short when it comes to driving strong patient uptake of support services. Enrollment occurs after the point-of-care and requires multiple steps by the patient or HCP with little visibility into the status of the prescription after it's sent to the pharmacy.

With a digital hub design, your program has a much greater propensity to maximize patient enrollments by delivering an experience that is seamless:

- **Real-time hub enrollment** at the point of prescription – no extra steps required after opting in

- **Automated processes** that pre-fill required forms with the appropriate health plan and clinical information

- **Streamlined enrollment** into the applicable patient access services

- **Full visibility into the status of a prescription** after it's sent to the pharmacy, including notifications that keep patients aware and engaged

Over 90% of Americans have a smartphone in 2023[4]

57% of healthcare consumers think retailers or financial services are better at providing personalized, omnichannel experiences[3]

4 out of 10 consumers are less inclined to shop with brands that do not personalize communications[5]

Digital hubs that deliver more responsive user experiences – in line with how consumers engage in other industries – can achieve up to 90% enrollment rates.[6]

Play #2: Align Internal Teams To Operate Cohesively Toward The Same Brand Goals

Ideally, all internal teams work together along with the hub partner to drive the development and uptake of patient support services. The reality is that core teams often work in siloes pursuing goals that are not necessarily aligned with the brand's overall objectives. In a series of in-depth interviews, pharmaceutical brand and marketing leaders overwhelmingly identified:[7]

- **Internal stakeholder alignment** as a common challenge in brand planning

- **A lack of digital technologies and agile approaches** to facilitate collaboration, and adaptability

- **Few meaningful insights** to be able to address customer-centric business questions or take effective action

- **Limited integration** with other processes, data and systems, and tools

	Traditional Priorities	Access Aligned Priorities
Marketing	• Exclusive focus on brand awareness	• Promote hub adoption with patient- and HCP-facing marketing assets and tactic
Field team	• Script generation • Increase market share	• Drive covered dispenses by promoting the hub program to HCPs • Address insurance hurdles with an integrated team of field sales and reimbursement specialists
Patient services	• Improving patient experience and outcomes	• Patient support program is designed to ensure strong patient and hub outcomes • Post-launch data sharing to drive continuous hub adoption for goal achievement
Market access	• Formulary placement and maximizing coverage	• Leverage insights from the hub to inform market access discussions and drive higher rates of coverage at the pharmacy

Making the shift from unaligned to access aligned

- Cultivate a strong, ongoing working cadence between the hub partner and teams
- Designate a champion from each cross-functional team
- Establish a feedback loop between the hub partner and manufacturer
- Gain buy-in by ensuring compensation plans are aligned to corporate goals and every team understands how the hub works to maximize patient, brand, and economic outcomes

Play #3: Create Value For Patients And HCPs Without Compromising Gross-To-Net

To be effective, a hub program must create value for the patients and HCPs it serves by supporting speed to therapy and affordability. In an era where manufacturers are experiencing declining net drug revenue as they offer larger rebates and struggle to overcome utilization management obstacles, it's critical for manufacturers to design sustainable financial support programs and structure them in such a way to facilitate higher hub adoption.

- **Asymmetric Copay:** Set up the program so the covered and uncovered copay amount is lowest through the preferred channel (hub) and higher at retail (outside the hub). This copay structure incentivizes the hub program by reducing the out-of-pocket by an amount that incrementally increases the volume of filled, covered scripts, optimizing GTN. HCPs can be assured that enrolling their patients in the hub will result in the highest probability of coverage and the lowest OOP.

- **Exclusive Bridge Program:** Particularly for brands that have a high rate of prior authorizations, it often makes sense to offer any bridge program free goods exclusively through the hub. A bridge program with high utilization can lead to an increased reliance on buy-downs ultimately adversely impacting GTN. A digital hub partner can maximize PA outcomes, thus diminishing reliance on the bridge program. It's also important to find a hub partner that can transition patients from free goods to covered dispense seamlessly.

- **Drug Sampling Controls:** The upside of providing free drug samples is the immediate initiation of therapy while awaiting prescription fulfillment. The downsides include the potential of less hub adoption (due to the availability of free goods), a reduction in the overall percentage of covered dispenses, and a lack of control over – or visibility into – the quantity of free samples handed out or under what circumstances. Implementing parameters on sampling can reduce the number of patients that may be overutilizing samples, positively impacting GTN.

- **Establishing guardrails:** Employing business rules within the hub can effectively balance speed to therapy and program cost across the drug's lifecycle. Insights on payer response, such as average approval times and rates, can also help manufacturers refine their business rules to differentiate how financial assistance is applied.

$19 Billion in patient out-of-pocket costs were saved in 2022 from the use of manufacturer coupons[8]
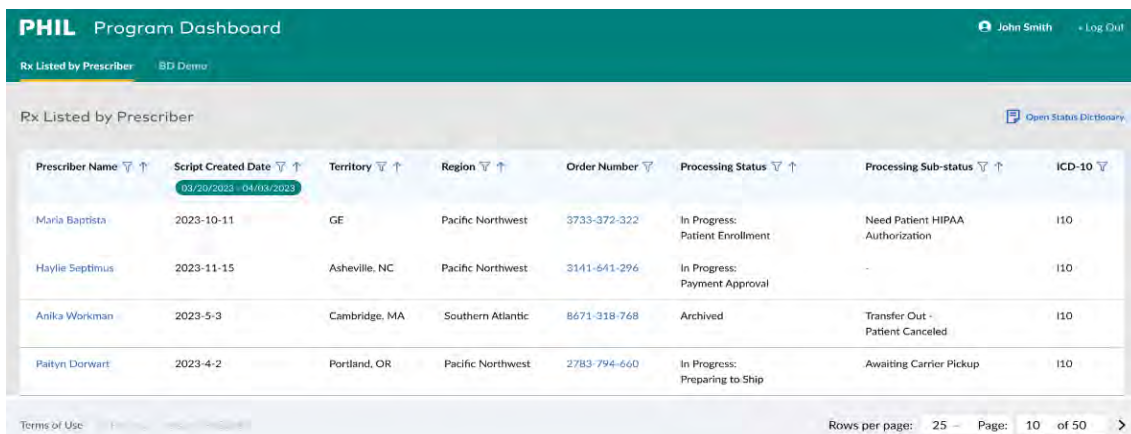
Play #4: Leverage Rich, Real-Time Data To Inform Program Decision-Making

The only way to ascertain whether your hub design is aligned with the company's business goals and delivering on brand objectives is to establish key performance indicators (KPIs) and measure program performance against said KPIs that are actually aligned to brand value.

Rich, real-time data can bring visibility into the patient journey and enable life science companies measure the true impact of their patient support programs. Additionally, it allows manufacturers to effectively draw insights that can allow them to be responsive to consumer expectations and utilization management requirements. Brand access teams should actively to monitor the following metrics to analyze hub adoption and effectiveness and to continually improve patient access strategies:

- **New scripts** to measure the effectiveness of overall messaging and promotion
- **Hub enrollment rate** to evaluate potential impact on new patient starts, access, and medication adherence
- **Percentage of successful patient starts** to indicate level of hub engagement
- **Number of prescriptions processed through the hub** vs. another channel
- **PA submission and approval rates** to measure hub effectiveness
- **Refill adherence** to measure the hub impact on brand refill adherence
- **Percentage of covered dispenses** (vs. % of plans on formulary) to gauge how well the program is working to achieve prescription coverage at the pharmacy
- **Pharmacy reimbursement rates** to determine the "quality" of the pharmacy network in terms of coverage and incentive alignment

Manufacturers should strive to partner with hub providers that offer a simple, accessible means to access data produced by their channel. Phil's Program Dashboard offers real-time visibility into all prescriptions sent to the PhilRx channel offering insight into what's happening at the territory, HCP, and order level.

Play #5: Monitor Territory Performance To Ensure Field Team Effectiveness

Life sciences companies tend to focus on enhancing internal operations to gain a competitive advantage in today's complex and evolving healthcare landscape. Measuring the field team's performance from a goal-alignment perspective should also be a top priority. The traditional metrics around reaching the right HCPs at a high frequency no longer guarantees success. Field team effectiveness is driven by delivering value to HCP customers who are seeking ways to help their patients overcome insurance coverage and affordability obstacles.

Today, a key lever to improve brand outcomes is improving hub enrollment which ultimately drives prescription pull-through – companies should be monitoring the performance of the patient support program at the territory level against KPIs tied to both hub and brand success:

- **NRx by territory** to determine the percentage of overall NRx flowing through the hub vs. retail and to diagnose why retail leakage is occurring.

- **Patient enrollment rate** to determine the average enrollment rate across regions and diagnose why certain regions are underperforming, whether that be limitations in reaching prescribers or reps not actively promoting the hub.

- **Leverage insights** to intervene and proactively engage field teams to remedy any issues with targeted discussions with reps in low performing territories and/or retraining on the benefits of the hub and how to drive strong adoption.

Success Factors:	1 Field/HCP Adoption	2 Script Quality/ HCP Education	3 Patient Education	4 Prescriber Engagement	5 Payer Response
Territory	**Total NRx**	**% NRx w/ Correct Info**	**% Patient Enrollment Rate**	**% PAs Submitted**	**% PA / Appeals Approved**
PA, Harrisburg	73	66%	86%	80%	73%
PA, Scranton	62	85%	92%	90%	83%
PA, Pittsburgh	46	84%	70%	90%	61%
CT, Danbury	26	54%	75%	60%	67%
NY, Syracuse	25	60%	88%	70%	43%
Total	386	68%	83%	81%	71%

7 out of 10 of the top performing biopharmaceutical companies have strategically integrated and modernized their field/customer model.[9]

Customer Success Snapshot: 30% of NRx Share Of High Volume Ophthalmology Brand In Less Than 2 Months

Customer Profile: Mid-cycle, Specialty-Lite, Ophthalmology Brand

The Challenge: Offer an alternative channel to retail to improve their overall % of covered dispenses and extend prescription refill adherence.

Approach:
1. Align market access, patient access, and field teams to buy into hub strategy
2. Training the field team on how to promote hub adoption efficiently
3. Implementing an asymmetric copay of $0 exclusively via the PhilRx channel
4. Ongoing territory performance monitoring to scale program performance

% NRx Sent To PhilRx Channel From Ophthalmologists Prescribing Rx

	19%	24%	27%	30%
	Week 2	Week 4	Week 6	Week 8
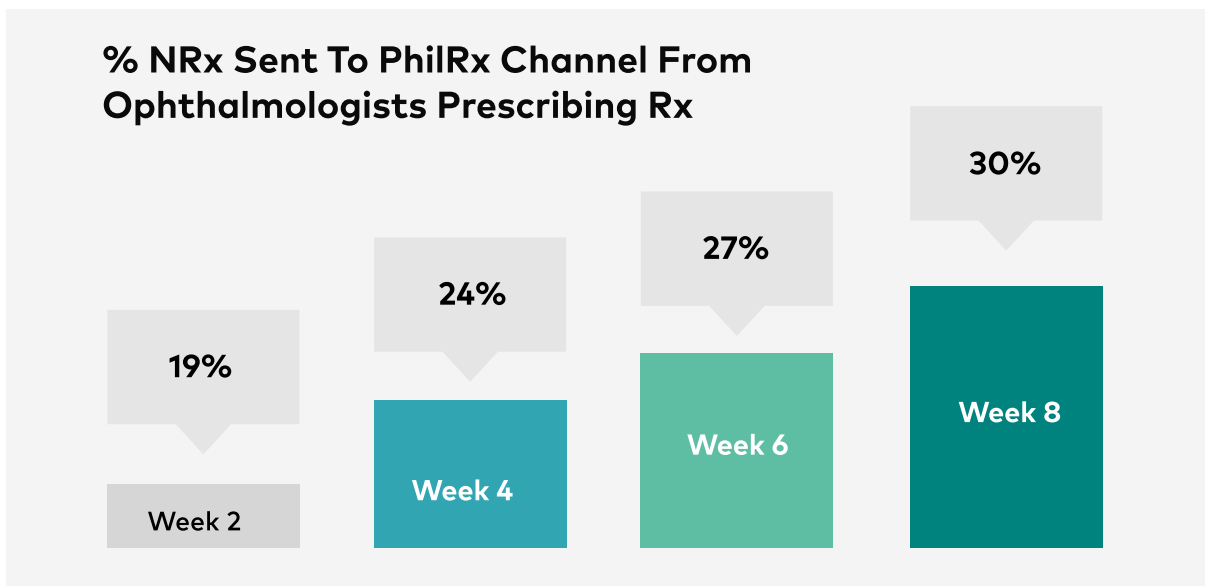
2.7k	Unique HCPs Prescribing to PhilRx
85%	HCP Prior Authorization Sent to Plan Rate
+90%	Increase in Covered Prescriptions
+$400	Net Per New Prescription (vs. Retail)

Position Your Brand For Long-Term Growth

PhilRx is an innovative end-to-end commercialization platform that uses a modern, digital approach to help specialty and specialty-lite retail brands facilitate patient access, unlock coverage, and maximize reimbursement without compromising gross-to-net. The Phil team's consultative approach uses real-time insights to provide strategic visibility across the prescription journey. By partnering with Phil, life sciences companies can put these plays into action, maximizing adoption of hub services to effectively drive patient access to their branded therapies.

Innovation in the commercial model is a potential driver of an incremental **$1B in annual revenue** for some leading biopharmaceutical companies over the past five years.[9]

Ready To Put These Plays Into Action?

Get a tour of the PhilRx patient access platform from our seasoned team

Learn more by visiting our website at www.phil.us

Manufacturerinquiry@phil.us   linkedin.com/company/phil-inc-

www.phil.us

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