

PHIL

**Innovating
Your HCP
Engagement
Model**

**Proven Strategies to
Improve Patient Outcomes
in Retail and Specialty-Lite**



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Executive Summary

In today's complex healthcare environment, 9 in 10 providers expect pharmaceutical companies to help them address their challenges and concerns¹. The traditional healthcare provider (HCP) engagement model in pharma, which centers on sales representatives detailing specific brands with the goal of educating providers, is an outdated approach that involves:

- **Deploying large field sales teams** to conduct in-person visits with HCPs
- **Targeting high-prescribing physicians**, often relying on prescription data to identify key targets
- **Delivering standardized product presentations** that highlight clinical data, indications, and potential benefits over competitors
- **Providing free product samples** and promotional items

This approach presents a particular challenge for manufacturers with retail and specialty-lite brands, products that often require prior authorizations but need a different channel strategy than specialty brands. While traditional engagement methods may have worked in the past, these brands face obstacles when attempting to use this model today. Faced with evolving patient needs and provider expectations, and a payer environment that increasingly restricts affordable access to branded medications, these manufacturers requires a modern approach that can positively impact patient access, provider engagement, and brand economics.

Modernizing the HCP engagement model

This white paper analyzes the current state of the provider engagement for retail and specialty-lite brands, and lays out a proven 4-point strategy for innovating the HCP engagement model with data and technology. It also shares a case study that reveals how a mid-cycle, specialty-lite manufacturer successfully implemented this strategy and drove 85% of PA submissions to plan.

The New Era of Patient Access and Provider Engagement

Convenience-driven consumers

Healthcare consumers are increasingly relying on digital tools to simplify access to care and enhance their healthcare and quality of life.

57%

increased utilization of digital tools to engage with healthcare services over the past year³

50%

believe using digital tools for healthcare, such as prescription reminders via an app, can help them better take care of their health³

69%

prefer to refill their prescriptions virtually rather than in person⁴

60%

ask their doctor the cost of a drug when getting a new script⁵

While more than half of patients are concerned that a medication their doctor recommends or prescribes will not be covered by insurance,² **only 16% look for a coupon** when they can't afford their meds.⁵

The New Era of Patient Access and Provider Engagement

Time-constrained providers

HCPs want to get patients started on their prescribed therapy quickly and affordably. Consequently, they expect pharmaceutical companies to create effective support programs that drive positive patient outcomes.

>50%

do not discuss medication costs with patients because they are unsure of the cost⁶

>70%

see the pharmaceutical industry as an essential part of a successful practice⁷

88%

experience a “high” or “extremely high” burden associated with PA⁸

77%

expect to learn about patient support programs from field reps⁷

60%

want drug manufacturers to provide value-added digital services to support patient education, provide physician support, and manage patient care⁹

A majority of HCPs believe patient support programs significantly impact their ability to practice good medicine – **yet only 60% feel these programs are robust.**⁷

The New Era of Patient Access and Provider Engagement

Increasing hurdles to coverage

Managed markets organizations are expanding drug utilization management requirements, such as step therapy and prior authorization (PA), making it more challenging to navigate coverage.

81%

of HCPs report the number of PAs required for prescriptions has increased over the previous 5 years¹⁰

64%

of HCPs find it difficult to determine whether a medication requires PA¹⁰

88%

of HCPs say that PAs interfere with continuity of care⁸

According to a national survey, **over 80% of HCPs refrain from prescribing certain medications** over half the time due to utilization management requirements.¹¹

The Case for a Modern HCP Engagement Model

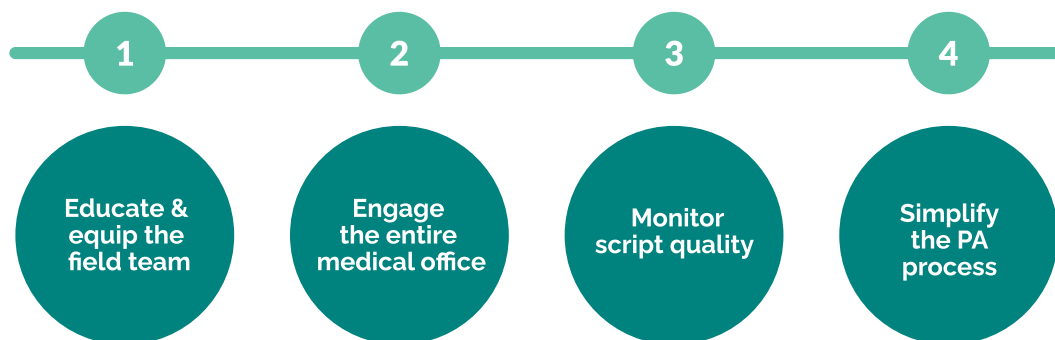
Rising utilization management requirements and out-of-pocket costs don't just impact specialty medications – they are also squeezing access to retail and specialty-lite therapies, often blindsiding brand teams from the launch stage.

Curated **hub programs** are critical to ensuring a successful trajectory for these therapies. However, if you don't have sufficient awareness from key prescribers, or the program fails to meet patient needs and HCP expectations, your brand is at risk of failure.

There is a significant opportunity to build trusted relationships with providers by providing tools across various channels to facilitate patient access to therapy – field teams are instrumental in making that happen. The conventional HCP engagement model using a large sales force focused on clinical differentiation is no longer sufficient as a stand-alone approach. It's time for a more strategic, data-driven approach to engaging HCPs across your brand's access journey.

Now's the time to elevate HCP engagement

Whether or not HCPs choose to prescribe a retail or specialty-lite therapy and follow through on the PA process directly affects a brand's chances for better formulary placement, higher rates of covered prescription fulfillment, and ultimately, patient outcomes. It takes an innovative approach that involves properly equipping the field team, engaging the entire medical office, monitoring script quality, and simplifying the PA process to drive meaningful results.



Your 4-Point Strategy for Innovating the HCP Engagement Model

1. Educate and equip the field team

Field teams need to be [responsive and relevant](#) in this new era of patient access, especially with their limited time with providers. While digital hubs can go a long way in streamlining PAs, most manufacturers still struggle to proactively drive adoption of and engagement with their patient support programs. Persistently low levels of provider adoption, patient enrollment, and PA submissions can drastically hinder brand performance. The field team is instrumental in educating HCP about using the hub, which is why they need to be equipped with:

- **Educational materials** on why the hub is beneficial to them, providers and patients

- **Ongoing training** about leveraging the hub across the brand's lifecycle

- **Resources and tools** to engage with HCPs, monitor their actions, and help unstick scripts

70% of HCPs feel that field reps **“do not completely understand their needs and expectations,”** and **62% say** that the most significant area where pharma representatives can add value is by understanding their needs and **sharing only relevant content** with them to make the interactions more insightful.¹³

To put this into practice, the [PhilRx Digital Hub](#) offers territory and provider level data that helps field teams strategically engage with providers. In addition to these insights, we equip the field with patient-facing and provider-facing educational resources to drive hub enrollment.

Your 4-Point Strategy for Innovating the HCP Engagement Model

2. Engage the entire medical office

By engaging with all staff members in a medical office – not just the providers – field reps can provide thorough education, share valuable insights, address potential barriers, and ultimately, increase hub adoption and PA submissions.

Key areas within the practice that field teams should keep in mind include:

- **Gatekeepers:** Office staff, such as receptionists and medical assistants, control access to providers. Building positive relationships with them can help facilitate meetings with HCPs to discuss patient services programs and PA requirements.

- **Influencers:** Nurses, pharmacists, and other clinical staff can influence a providers' prescribing decisions and patient education efforts. Educating them about patient support services may indirectly impact enrollment in your hub program.

- **Program Awareness:** Office staff are often responsible for informing patients about available support programs and assisting with enrollment. Ensuring they know about your patient services will help them effectively communicate the benefits to patients.

- **PA Facilitation:** Some office staff, such as medical coders and billers, are involved in the PA process. Engaging with them will help your field reps understand the practice's processes, provide any necessary information, and facilitate timely approvals.

- **PA Facilitation:** Some office staff may have insights into prescription patterns and patient enrollment rates for various support programs. Engaging with them allows representatives to gather valuable data and tailor their approach accordingly.

Your 4-Point Strategy for Innovating the HCP Engagement Model

3. Monitor script quality

When prescribing a branded retail or specialty-lite therapy with hub services, providers can often jumpstart getting patients started on therapy by sending the script directly to the hub. However, access challenges can arise if providers are uncertain of the insurance benefits information required to start patients on complex therapies. Submitting the wrong information can hold up a prescription from the get-go; something as simple as a missing ICD-10 code, misspelled name or omitted details, often results in a coverage denial.

Quality prescription intake is the first step to a smooth HCP and patient access experience, and is critical to ensuring your brand realizes the best outcomes. Monitoring script quality translates to:

✓ **Higher rates of prescription fulfillment**

✓ **Higher rates of prescription coverage**

✓ **Improved speed to therapy**

✓ **Better provider and patient experiences**

Field teams can monitor script quality through PhilRx. They gain insight into patient and provider demographics, as well as the medication information of scripts that require attention. For example, if a PA has stalled due to missing data on a form, excluded ICD-10 codes, or failure to include prior therapy trial information when submitting through the hub, the field team can proactively update the provider.

Your 4-Point Strategy for Innovating the HCP Engagement Model

4. Simplify the prior authorization process

From the point of prescribing, simplifying processes as much as possible reduces friction across the medication access journey. Given that 9 in 10 physicians report patient care delays associated with PAs⁸ and 72% identify PAs as one of the biggest workflow issues that can be solved with technology¹², there's a compelling opportunity for manufacturers to improve patient access and covered dispenses by simplifying the PA process.

Tech-enabled patient access services ensure prescribing therapies and processing PAs stay within the prescriber's existing workflows, pre-populating required forms, and monitoring PAs for submission success – all while delivering an e-Commerce like access experience for patients. By making prescribing as simple as possible, HCPs are more likely to write scripts and get patients started on therapy quickly.

With PhilRx, manufacturers can meet providers where they are by offering a seamless prescribing process that fits into their current workflows. We send weekly summary faxes to keep providers updated on script activity and outstanding actions required.

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Prescription Summary

Action Needed

The following prescriptions need your attention to continue processing. Please complete the form and fax it back to: 888.975.0603

Patient Information	Medication	Reason for Delay	Action Needed
Kane Williamson 11/22/1999	Cinflexize 100 Mg Tablet	Prior auth submission	Request completion of PA requested by PHILRx & submit to CMM. (CMM Key: 6r3a10)
Adam Pinto 11/22/1999	Cinflexize 100 Mg Tablet	Prior auth submission	Request completion of PA requested by PHILRx & submit to CMM. (CMM Key: 6r3a10)
Sam Priest 11/22/1999	Cinflexize 100 Mg Tablet	Prior auth submission	Request completion of PA requested by PHILRx & submit to CMM. (CMM Key: 2e3q24)

Please note that prior auth submission actions may still be listed if the PA was recently submitted.

eRX PhilRx Columbus, OH Fax: 1.888.975.0603 Phone: 1.855.652.7445
2023 Phil Inc., San Francisco, CA

Daniel Johnson
08/01/2023

Figure: PA Snapshot

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A prior authorization is waiting for you submission

Date a request October 11, 2023

Please login to CoverMyMeds to submit the PA before the form expires.

Patient Name: Elmer Phillipson	Prescription
DOB: August 5, 1961	{medName, strength, form}
Provider Name: Dr. Jacobs	QTY: {qty#}
NPI: 1508832221	Refills: {refills}
CoverMyMeds Key: 735325	

Medication Access, Simplified
<https://md.phil.us/>

Message from PhilRx Team:

Hello,

The patient's insurance requires a Prior Authorization for coverage. We've initiated the PA and it's ready for you to submit - just follow these 2 easy steps:

1. Log into your CoverMyMeds account & use the key 735325 to access the patient's PA form.
2. Complete the PA and click the "Send to Plan" button.

Please keep in mind that if the PA form is not submitted, the patient will be denied coverage for the prescribed treatment.

Thanks!
Team PhilRx

Have questions or need help? Call 855.977.0975
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Figure: Summary Fax Sheet

Drive HCP Engagement with Actionable Data and Insights

Leveraging the right data in the prescription journey is the key to more effective provider engagement. The ability to capture and analyze real-time script and PA data at the territory and prescriber level enables field leadership to pinpoint challenges, develop targeted strategies, allocate resources efficiently, and improve overall sales performance by:

- **Empowering field reps** to proactively engage HCPs and help get patients started on therapy quickly and affordably while fostering brand loyalty
- **Benchmarking and comparing performance metrics** across territories that reveal underperforming regions or those that require attention
- **Identifying high-performing and low-performing sales reps** to implement targeted training, coaching, and support to enhance overall team performance
- **Optimizing patient access** by delivering on factors that drive hub success for retail and specialty-lite brands – [this playbook offers](#) a deep dive on this topic

Using PhilRx, field teams get a comprehensive view of what is happening in each territory with real-time data and insights into provider adoption, script quality, and patient engagement.

Prescriber	Weekly NRx	Enrollment	PA Submissions
Lauren Murray	150	90%	100%
Liz Brenner	100	83%	98%
Kim Marshall	78	84%	82%
Robert Hunter	62	100%	75%
Ashley Sbarro	43	100%	75%
Monica Lopez	42	70%	92%
Shaheen Jacob	36	65%	95%
Guillermo Diaz	25	94%	93%
Rebecca Ella	10	76%	79%

Customer Success Snapshot

Specialty-Lite Brand Drives 85% of PAs Successfully Sent to Plan with an Optimized HCP Engagement Model

Client Background

A high-volume, specialty-lite brand for a chronic ophthalmic condition in the mid-cycle stage struggled to convert its formulary placements into covered dispenses at the pharmacy and experienced sub-optimal refill adherence. The brand was in search of an experienced hub partner that could improve patient outcomes.

Partnering with Phil

The brand partnered with Phil to build an end-to-end digital hub program that could boost patient enrollment, covered dispenses, and refill adherence. The Phil team helped the brand optimize their HCP engagement model by:

- Leading field team enablement training
- Equipping the field team with educational resources
- Ensuring the field incentive plan would drive hub adoption
- Leveraging territory data to monitor and optimize success factor performance

Program Results

30%	NRx through PhilRx in <2 months
82%	New patient enrollment rate
89%	PAs successfully sent to health plan
3.6x	Refill adherence vs. retail
60%	TRx covered through PhilRx

Ready To Innovate Your HCP Engagement Approach?

Deliver more value in every provider interaction with an innovative HCP engagement model. With the right strategy and tools, you can equip the field team to effectively educate HCPs throughout the prescription journey, employ more precise targeting strategies, and provide an e-Commerce like patient experience.

The PhilRx Digital Hub empowers retail and specialty-lite manufacturers with a modern, alternative channel solution. We streamline the medication access journey for patients and providers through technology and timely engagement. With comprehensive visibility into the drug channel, your team will be equipped with digital tools, actionable insights, and real-time data to improve patient outcomes, provider engagement, and brand performance.

Learn more at
www.phil.us/demo



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www.phil.us

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