



PHIL

The PHIL Patient Access Platform For Specialty-Lite Therapies

**PHIL Can
Unlock Your
Brand's
Unique Value**

Combining a modern user-experience with end-to-end visibility into the prescription life cycle, our platform unlocks the highest rates of pharmacy coverage and reimbursement for brands while seamlessly integrating into the lives and workflows of patients and providers.

The Modern Drug Channel Creates Access Barriers

Commercializing an Innovative Therapy is Highly Complex

As brands face evolving stakeholder expectations and steeper payer utilization management requirements for higher priced therapies, patient access challenges and gross to net (GTN) pressure have become the new normal. This is especially true for brands in the “specialty-lite” category with list prices falling into the \$400-800 range. Their commercial trajectories are frequently stunted by prior authorization hurdles and an inability to convert formulary placement to coverage at the pharmacy.

Despite no shortage of available solutions that claim to have solutions to address these issues, most are ill-equipped to navigate the modern drug channel. Traditional partners like specialty pharmacies deliver antiquated approaches relying on telephonic engagement, extensive manual forms, and insufficient pharmacy networks with significant plan contract gaps. New to market solutions like digital pharmacies lack the infrastructure to overcome coverage challenges. The result? Many brands accept poor patient access stemming from low engagement, insufficient coverage at the pharmacy, and limited medication adherence as an inevitability.

Common Challenges Experienced by Specialty-lite Rx

- 1 Poor Patient Engagement:**
Engagement approaches employed by many access partners are disruptive and manual resulting in limited adoption of patient services
- 2 Low % of HCP Prior Authorization Submissions:**
Steep utilization management requirements can result in enormous barriers to patient access and can reduce brand loyalty amongst patients and HCPs
- 3 Gap Between Formulary Access and Covered Dispenses**
Even brands with formulary placement can struggle to generate covered dispenses at the pharmacy if it's dispensed by a pharmacy with plan gaps
- 4 Uncovered Coupon Overutilization**
If pharmacies lack the infrastructure to support prior authorizations or have major plan gaps, they'll overutilize manufacturer uncovered coupons
- 5 Low Prescription Refill Adherence**
Most brands see limited refills per new prescription because most pharmacies typically lack the infrastructure to make refills easy for patients
- 6 Poor Visibility Into The Prescription Journey**
Drug channel data is expensive and hard to come by preventing brands from responding to friction points in the patient access experience

The PHIL Patient Access Platform For Specialty-Lite

Our Platform Simplifies the Prescription Access Journey

Patient access challenges are no longer an inevitability for specialty-lite brands. Our platform responds to the complexities of the modern drug channel to ensure that brands can unlock patient access. By combining a seamless user experience with technology enabled hub services and an industry leading dispense network with 98% plan coverage, we maximize patient services adoption and optimize brand gross to net economics. With access to real time data and insights, brands gain enhanced visibility into the prescription journey to deliver exponentially better results than other access solutions.

Comparison: PHIL vs. Specialty Pharmacies



PHIL Platform Core Capabilities

01. Engagement Platform

In EMR prescribing triggers a simple mobile enrollment capturing 90% of patients in our programs and providing full visibility into Rx journey

02. Software Driven PA & Field Access Portal

Software driven process integrated with CoverMyMeds and Field Access Portal delivers full visibility for field teams resulting in up to 90% HCP PA submissions

03. Managed Pharmacy Network

50 State network of retail, chain, and independent pharmacies with 98% plan contract coverage maximizes covered dispenses

04. Real-Time Data & Insights

125+ data points per NRX offers unmatched insight into prescription patient, HCP, and payer behavior to drive access strategy

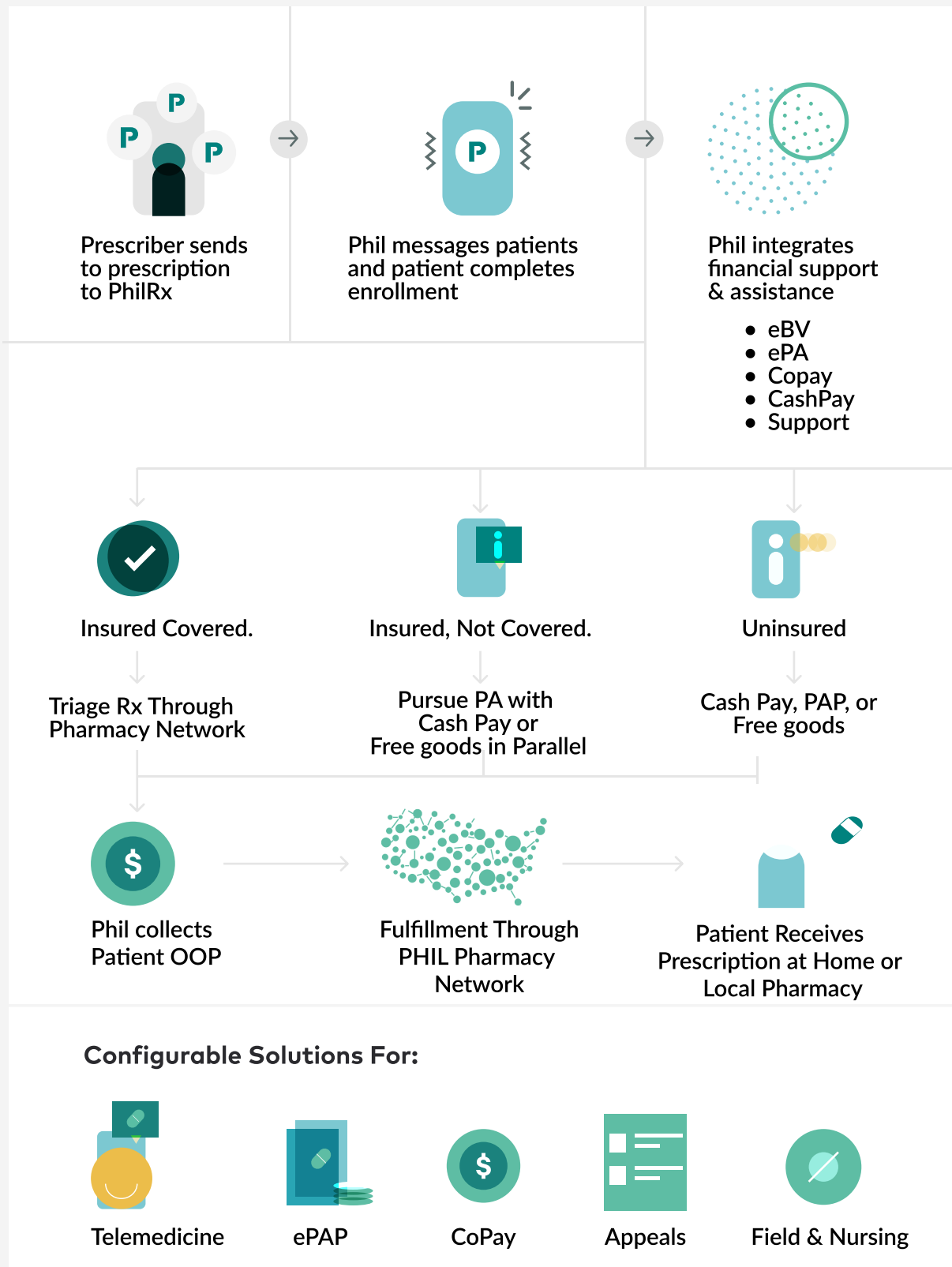
05. Business Rules Engine

Our flexible platform allows you to customize 1,000s of business rules to optimize dispense workflows.

PHIL Specialty Lite Workflow

PHIL Platform Workflow For Specialty Lite

End to End Digital Experience to Deliver a Responsive Access Experience for Patients



Our Platform Is Designed To Address Access Barriers

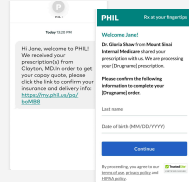
Challenge

PhilRx Solution

How it Works

Low Patient Adoption

Digital First Engagement Approach



HCPs prescribe to PhilRx by following the same process as writing a generic. After sending a prescription to us, patients immediately receive a text message to enroll in our platform and any additional patient services offered by your brand.

Utilization Management

Software Driven Prior Authorization



Our platform layers on top of CoverMyMeds and uses software to prepopulate, notify, and monitor HCP submissions. This data flows into our Field Access Portal that provides complete visibility into the PA process to improve the efficiency and effectiveness of field teams.

Low % of Covered Dispenses

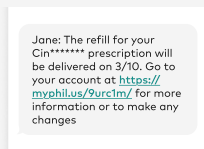
Managed Pharmacy Network



We've curated an industry leading network of retail, chain, and specialty pharmacies that maximizes payer contract coverage for your brand to generate more covered dispenses and less uncovered coupon utilization.

Medication Adherence

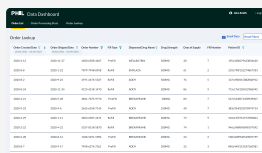
Simplified Refill Process



At check-out, we collect payment information and offer the option for patients to opt into our informed refill process that allows for easy refill management and processing.

Limited Channel Data & Insights

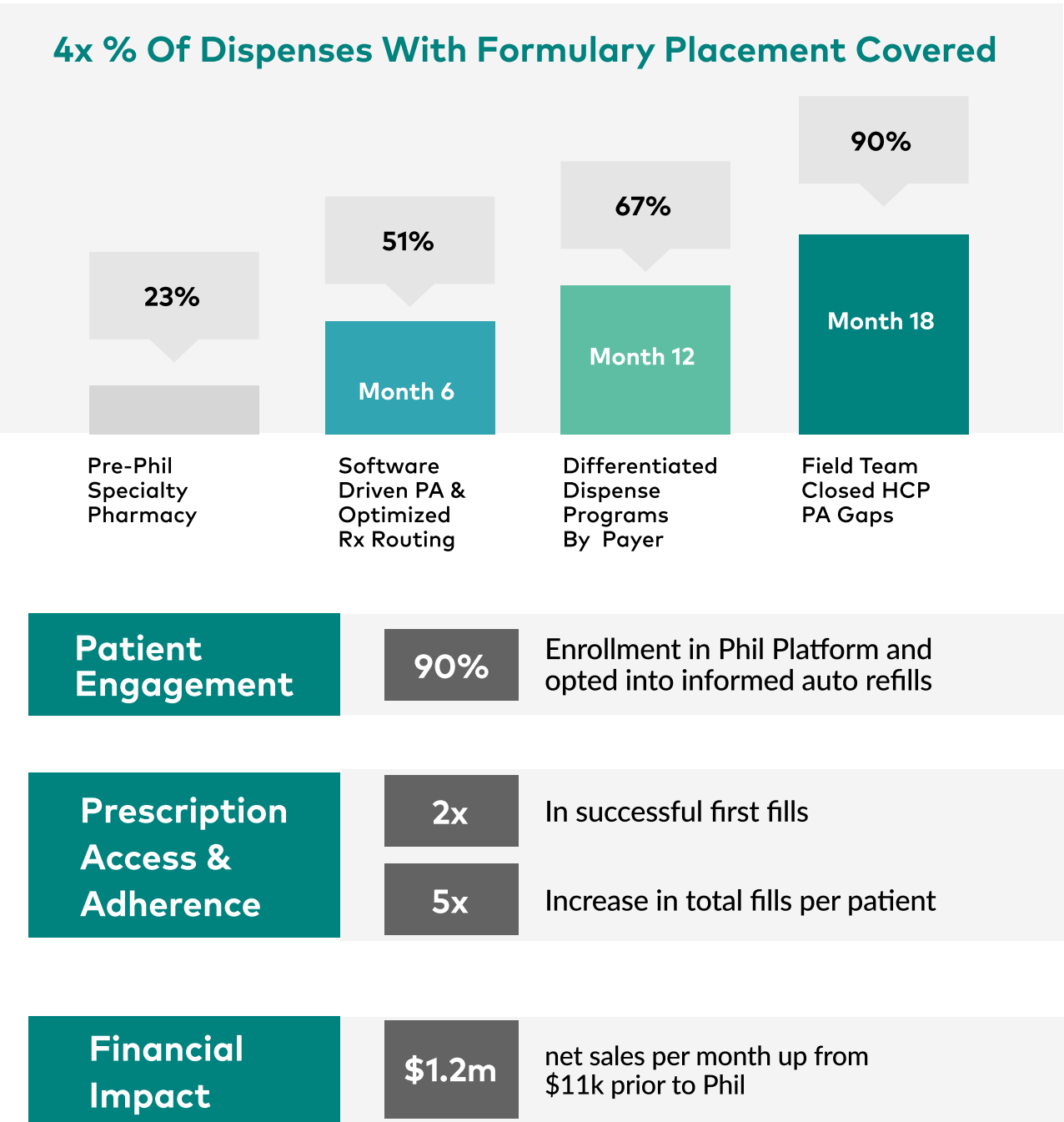
125+ Data Points Per NRx



Our deep integration with our pharmacy network provides maximum visibility into the prescription journey and maximum flexibility to alter dispense workflows.

Specialty-Lite Case Study: Women's Health

Facing an existential threat if they did not improve performance, the brand needed a strategic partner that could support a turnaround. They needed help converting their formulary placement to covered dispenses to improve patient and financial outcomes. With limited visibility into the drug channel with their existing specialty pharmacy partner, they wanted data to respond to payer PA behavior to differentiate dispense programs to carefully manage their free goods program. After an extensive search, they choose to partner with PHIL due to our proven results and unique GTN maximizing capabilities. After just 18 months, PHIL helped transform the trajectory of their brand as a result of improved coverage and adoption:



PHIL

**Let the experts at Phil
unlock your unique value.**

**Book a meeting
today!**