

# Addressing Two Critical Issues: Prescriber Adoption & Patient Adherence

## Key Takeaways

### Situation

A biotech company preparing to launch a flagship eye care therapy aimed to drive prescriber adoption, patient adherence, and sustainable growth.

### Challenge

High competition, low prior authorization rates, cost barriers, and retail limitations required a modern patient access strategy.

### Solution

Partnered with PHIL to deliver a digital-first access program featuring seamless patient enrollment, bridge access, automated PA support, contracted pharmacy routing, and real-time insights.

### Outcomes

**1.5X** pull through

**6X** refill adherence

**90%** patient enrollment

Resulted in acquisition by major pharmaceutical company

## Client Background

A biotech company preparing for FDA approval of its flagship eye care therapy in late 2021 aimed to leverage strong Phase 3 clinical results to drive results at launch.

### Launch Goals

- Raise awareness with HCPs while offering a seamless PA submission process
- Ensure patients faced no barriers to accessing and adhering
- Protect GTN while delivering sustainable growth

## The Challenge

Despite having a unique product with proven benefits, the team knew success required an effective patient access strategy to overcome key launch challenges.

### Branded Competition

Not first to market—needed best-in-class user experience to drive HCP prescribing.

### Barriers to Patient Access

Ensure affordable, quick therapy starts without cost burden with an effective bridge program.

### Utilization Management Hurdles

Specialty-lite category meant frequent prior authorizations (PA), even after winning formulary placement.

### HCP Loyalty

Build awareness and confidence in adherence amid generic and over the counter competition.

### Retail Channel

Retail presence was important but inadequate for evolving consumer behavior and PA needs.

### Stakeholder Insights

Monitor payer and HCP response during launch to guide timely strategy adjustments to business rules.

# The Solution

The brand determined that retail distribution alone—and traditional specialty pharmacies—couldn't meet modern patient expectations or address today's channel complexities. To ensure launch success, they needed a partner that could deliver a seamless digital experience, eliminate access barriers, and manage gross-to-net by driving high PA submission rates and leveraging a fully contracted pharmacy network. They chose PHIL as a partner due to our proven success as a strategic digital hub partner and ability to convert market access into covered dispenses.

## Partnering to Bringing a Launch Strategy to Life



### Offering a Frictionless Digital First Experience

HCPs can ePrescribe within existing workflows; while patients enroll and manage prescriptions on their smartphones within minutes.



### Complete Payer Awareness Amongst Payers

We provide support on PAs for prescriptions received during the launch phase to create awareness amongst our extensive payer network with 98% plan coverage.



### Real-Time Business Rule Adjustments

The brand gains access to a platform that delivers real-time data and insights, enabling strategic access decisions to unlock sustainable growth.

## The Approach

We partnered with the brand's launch teams to provide strategic guidance and implement a customized access program powered by the PHIL platform—fully integrated into brand assets and launch-ready within weeks.

### 01 Seamless Digital Enrollment

Patients enroll via text in minutes after receiving a prescription.

### 02 Bridge Program

Immediate low-cost therapy start while PHIL handles PAs in parallel.

### 03 Pharmacy Routing

Prescriptions routed to our pharmacy network with 98% plan coverage after benefit verification.

### 04 "1-Click" PA Submissions

Prepopulated forms from eRx allow quick HCP review and submission.

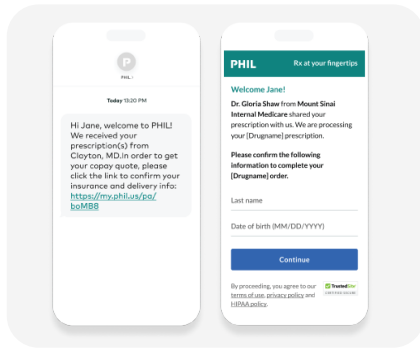
### 05 Simple Refills

Patients opt into refills management with notifications for easy adjustments.

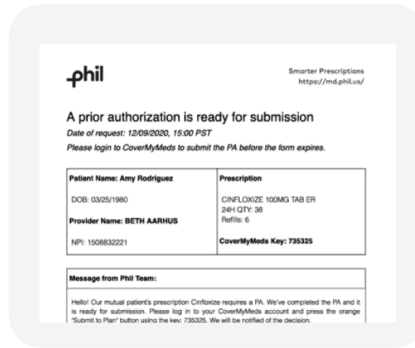
### 06 Business Rules Engine

Real-time payer insights enable timely updates to access strategies.

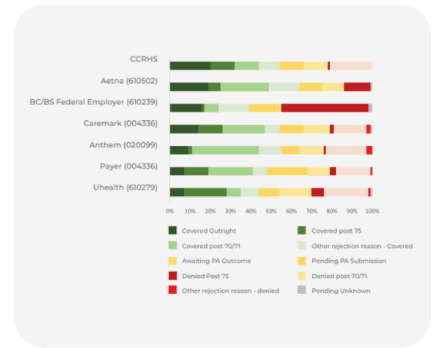
## Digital First Patient Engagement



## "1-Click" PA Submission



## Business Rules Engine



## The Results

With a coordinated marketing effort, 50% of total prescriptions were sent through the PHIL in year 1!

Enrollment	90%	90% of patients receiving a prescription via the PHIL platform completed the digital enrollment process.
Pull Through	1.5X	higher pull through vs. retail for patients prescribed a new prescription to PHIL.
Covered Dispenses	5X	more covered dispenses vs. retail for patients using the PHIL platform.
Refill Adherence	6X	higher refill adherence for patients using the PHIL channel.

Retail

PHIL

.5

3

## Unlock Your Brand's Value with PHIL

By providing end-to-end prescription visibility, Phil helped this biotech launch its flagship therapy successfully—paving the way for acquisition by a major pharmaceutical company.

Book a Meeting Today

© PHIL Inc. 2025