

5 Strategies to Ensure the Long-Term Success of Your Patient Services

Current trends suggest that life sciences manufacturers face growing access challenges in branded retail (specialty-lite) category often forcing them to financially subsidize patient access at unsustainable levels. By taking a thoughtful and data-driven approach, you can ensure your patient support service (PSS) programs deliver lasting patient and brand value resulting in a positive impact on brand gross-to-net.

Escalating drug utilization management measures are driving increased manufacturer cost-sharing subsidies

75%

New-to-brand patients who attempt to fill a launch brand are unsuccessful due to payer controls¹

\$18.7 Billion

Amount of manufacturer-sponsored copay assistance used by commercially insured patients in 2022²

70%

Patients on newly-launched specialty therapies use manufacturer-subsidized assistance¹

\$18.7 Billion

Amount of manufacturer-sponsored copay assistance used by commercially insured patients in 2022²

Rising investment in patient support services (PSS) is key trend influencing downward GTN pressure for branded therapies

>\$200B

Total value of GTN reductions for branded drugs in 2021³

-53%

Average GTN Reduction for Branded Therapies in 2022³

-8.7%

Drop in net prices through Q3 2022 when adjusted for inflation³

5 core patient support program tenets integral to effectuating positive brand economics

01.

Hub with Integrated pharmacy network

A hub utilizing an integrated network model leveraging retail locations will help maximize plan contract coverage, minimize uncovered coupon usage, and ensure program utilization according to business rules determined by your team.

02.

Value-aligned distribution

Consider alternative distribution strategies that will improve overall brand GTN, such as working with an intermediary that can implement a consignment program for free goods to avoid unnecessary buy-downs at the pharmacy.

05.

Dynamic copay design

Adjustable copay levels based on patient accessibility needs and brand objectives will help make the most of your financial assistance programs.

Sustainable Patient Services Programs

03.

Data-driven insights on the prescription access journey

Data analysis can reveal whether patient financial support is performing as planned or being inappropriately utilized, so you can make informed decisions on how to adjust strategies and business rules to protect net revenue.

04.

Streamlined PA process

The key to balancing the utilization of your patient savings and free trial programs and obtaining coverage is to implement a tech-enabled approach that streamlines the PA process from start to finish to maximize prior authorization submission and approval rates.

Build A Best-in-Class Patient Access Program

Secure affordable access, unlock coverage, and protect the long-term viability of your patient services programs with PhilRx.

[Book a demo](#) to see it in action.

Sources

¹ Laura Joszt, "Specialty Pharmacy Controls Limit Patient Access, Fein and Long Explain: 2022 Asembia Specialty Pharmacy Summit," Managed Healthcare Executive, May 4, 2022, <https://www.managedhealthcareexecutive.com/view/specialty-pharmacy-controls-limit-patient-access-fein-and-long-explain>

² "The Use of Medicines in the U.S. 2023: Spending and Usage Trends and Outlook to 2027," IQVIA Institute, May 2, 2023, <https://www.iqvia.com/insights/the-iqvia-institute/reports/the-use-of-medicines-in-the-us-2023>

³ Adam J. Fein, "Brand-Name Drug Prices Fell for the Fifth Consecutive Year—And Plummeted After Adjusting for Inflation," Drug Channels Institute, January 4, 2023, <https://www.drugchannels.net/2023/01/brand-name-drug-prices-fell-for-fifth.html>