

# Overcoming Low Enrollment and High Abandonment Rates

## Key Takeaways

### Situation

Women's health brand launched HSDD therapy but growth stalled despite strong formulary placement.

### Challenge

Low enrollment (2%) and poor coverage conversion (25%) pre-PHIL, and high patient drop-off threatened commercial viability.

### Solution

PHIL implemented a digital-first access program with seamless enrollment, 1-click PA submission, optimized routing, tailored workflows, and real-time insights.

### Outcomes

**90%** enrollment

**5X** total fills

**4X** covered dispenses

**110X** monthly net sales

## Client Background

After FDA approval, a women's health brand launched an HSDD therapy with a bridge program, specialty pharmacy network, and telemedicine integration. Despite strong formulary placement, growth stalled due to specialty pharmacy partner.

### Goals

- Ensure seamless patient access through modern, digital-first workflows.
- Convert formulary placement into covered dispenses to drive adoption.
- Improve adherence and provider confidence for sustainable growth.

## The Challenge

They found their current partner was ill-equipped to address commonly experienced channel challenges resulting in:

### 1. Low Enrollment (2% of Patients)

Automated calls and a lengthy process deterred patients; one year post-launch, enrollment remained in the low single digits, limiting PA success.

### 2. Poor Conversion of Market Access (25% of Eligible Rx)

Despite 85% formulary placement, few covered dispenses due to poor user experience (UX), PA bottlenecks, and limited pharmacy network (60%).

### 3. Low Refill Adherence (1.5 Refills per Patient)

Reliance on manufacturer financial support and high out-of-pocket costs after bridge program led to significant patient drop off. These factors threatened the brand's financial future and prompted the commercial team to re-evaluate its strategy and channel partner.

# The Solution

Facing stalled growth, the brand needed a partner to convert formulary access into covered dispenses, improve patient and financial outcomes, and gain visibility into payer behavior. After an extensive search, they chose PHIL as a partner due to our proven results, seamless integration with telemedicine, and the opportunity to build a configurable platform tailored to evolving business needs.

## Partnership Goals:



### Seamless Patient & HCP Experience

Enable frictionless prescribing, PA processes, and easy patient access to therapy.



### Convert Market Access to Covered Disposes

Streamline coverage approvals with tailored dispense programs based on payer behavior while leveraging intelligent pharmacy routing based on insurance plan.



### Equip the Field Team

Provide tools and data to help HCPs overcome PA bottlenecks and close access gaps.

## The Approach

PHIL partnered with the brand's commercial team to launch a customized solution in six weeks, integrating with their telemedicine partner and creating an access workflow that dispensed bridge prescriptions while pursuing PAs.

**We build a custom access program to solve the brand's unique challenges that included:**

### 01 Digital Enrollment

Text-based smartphone enrollment—no app required.

### 02 1-Click PA Submissions

Auto-populated PA forms from eRx layered with PA submission software for fast submission.

03

### Optimized Pharmacy Routing

Prescriptions routed to contracted pharmacies for coverage.

### 04 Differentiated Dispense Programs

Utilized business rules for tailored access based on payer PA behavior.

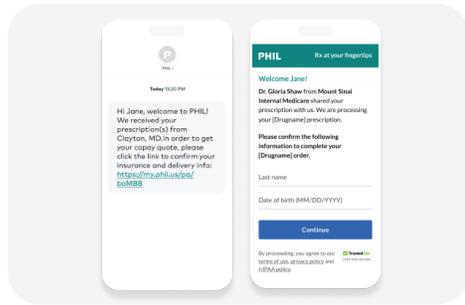
### 05 Adherence Support

Ongoing digital and live support for therapy adherence.

### 06 Actionable Insights

120+ real-time data points and field enablement dashboards.

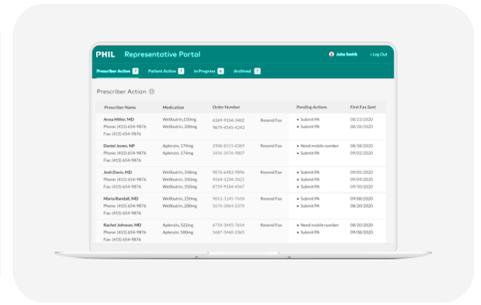
## Mobile Driven User Experience



## National Pharmacy Network with 98% Plan Coverage



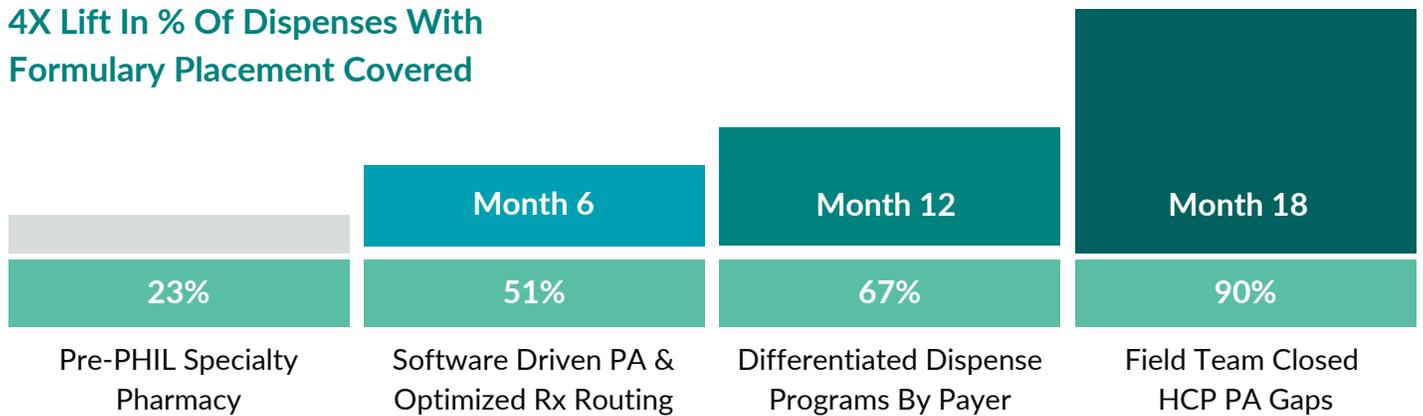
## Field Access Portal Designed To Close PA Gaps



## The Results

The brand experienced transformational results after 18 months.

### 4X Lift In % Of Dispenses With Formulary Placement Covered



<b>Patient Engagement</b>	<b>90%</b>	Enrollment in PHIL Platform and opted into easy refill management
<b>Prescription Access &amp; Adherence</b>	<b>+36%</b>	Monthly new prescriptions
	<b>2X</b>	Successful first fills
	<b>5X</b>	Increase in total fills per patient
<b>Financial Impact</b>	<b>110X</b>	Increase in net sales per month

## Unlock Your Brand's Value with PHIL

The PHIL platform delivers end-to-end prescription visibility, expanding coverage and maximizing reimbursement while seamlessly integrating into patient and provider workflows.

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