

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%), poor coverage conversion (25%), and high drop-off threatened financial viability.

Solution

PHIL implemented a digital-first access program with seamless enrollment, 1-click PA, 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.

Launch 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 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 CoverMyMeds 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.

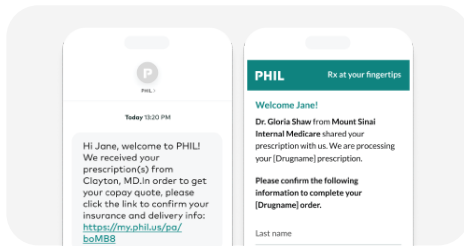
05 Adherence Support

Ongoing digital and live support for therapy adherence.

06 Actionable Insights

Access to real-time data points and field enablement dashboards.

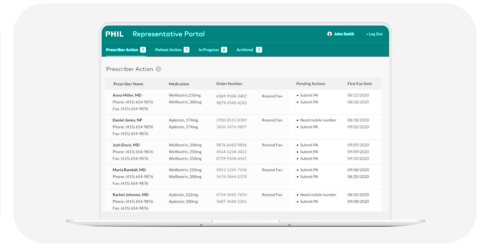
Mobile Driven User Experience



National Pharmacy Network with 98% Plan Coverage



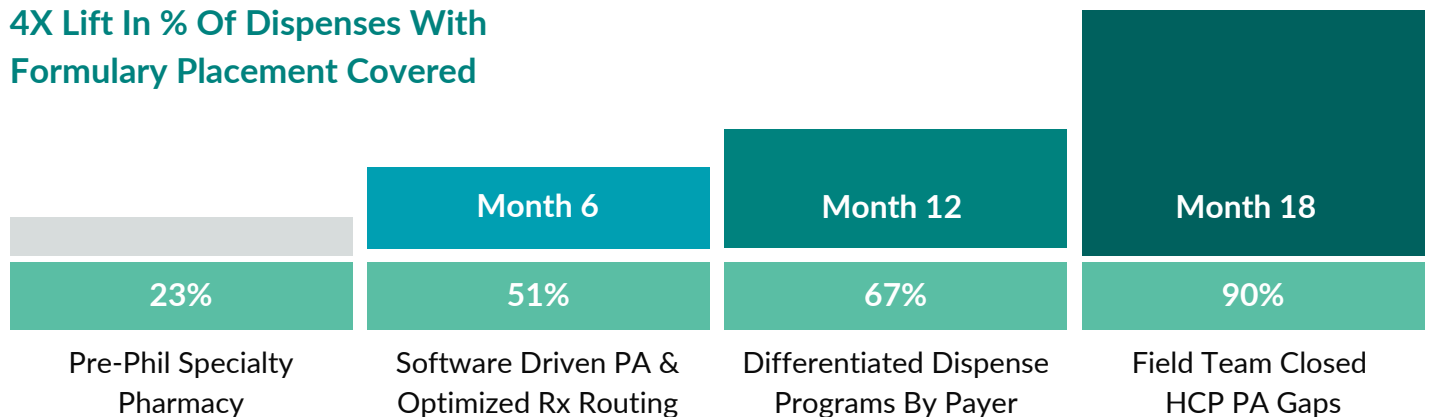
Field Access Portal Designed To Close PA Gaps



The Results

The brand experienced transformational results after 18 months.

4X Lift In % Of Dispenses With Formulary Placement Covered



Patient Engagement	90%	Enrollment in PHIL Platform and opted into easy refill management
Prescription Access & Adherence	+36%	Monthly new prescriptions
	2X	Successful first fills
	5X	Increase in total fills per
Financial Impact	110X	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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