

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 Dispenses 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.
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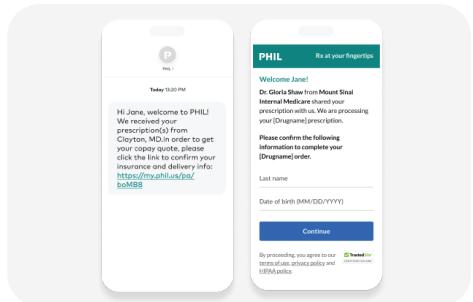
The Approach

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.	04 Differentiated Dispense Programs Utilized business rules for tailored access based on payer PA behavior.
02 1-Click PA Submissions Auto-populated PA forms from eRx layered with CoverMyMeds for fast submission.	05 Adherence Support Ongoing digital and live support for therapy adherence.
03 Optimized Pharmacy Routing Prescriptions routed to contracted pharmacies for coverage.	06 Actionable Insights 120+ real-time data points and field enablement dashboards.

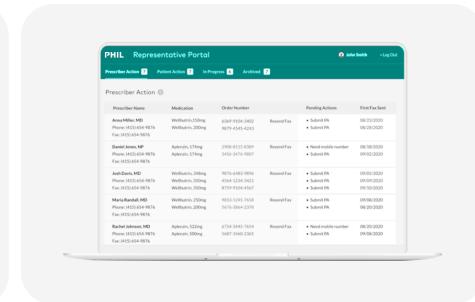
Mobile Driven User Experience



National Pharmacy Network with 98% Plan Coverage



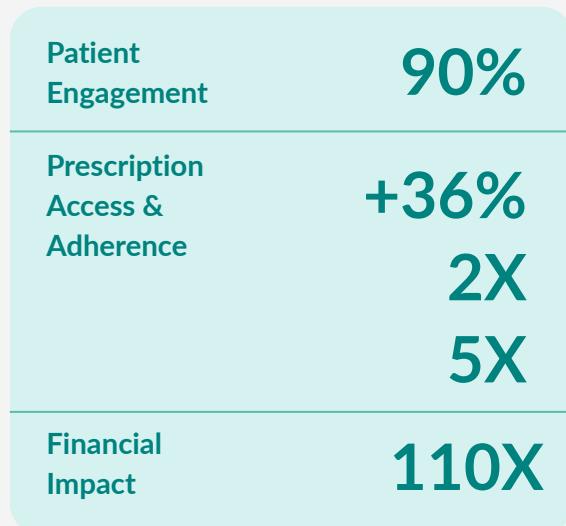
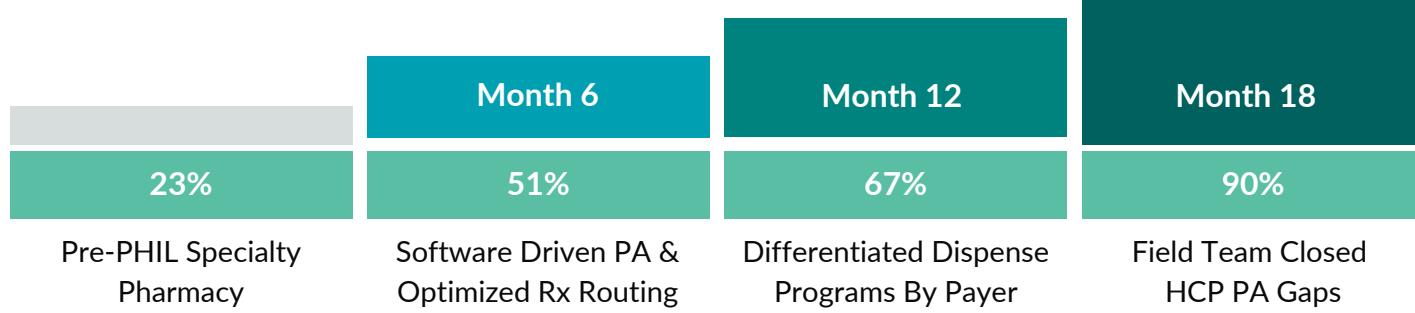
Field Access Portal Designed To Close PA Gaps



The Results

The brand experienced transformational results after 18 months.

4X Lift In % Of Dispenses With Formulary Placement Covered



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 patient

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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