

PHIL

Optimizing Field Teams in the Era of Utilization Management: **A Guide** for Life Sciences Manufacturers

**Here's How
PhilRx Can
Unlock Your
Unique Value**

Combing a seamless user-experience with end-to-end visibility into the prescription life cycle, the PhilRx Patient Access Platform delivers the highest rates of pharmacy coverage for brands while equipping field teams with tools and data to improve patient access.

Optimizing Field Teams to Improve Patient Access

Life sciences manufacturers face growing access and affordability challenges, exacerbated by hard-to-enter payer formularies and rigorous utilization management (UM) practices. Payers are tightening the screws year over year with new cost containment strategies.

Today, life sciences field teams should command a mastery of how payers are responding to their products to ensure they can communicate to HCPs how to best support patients. According to a 2023 survey conducted by Precisionxtract, 79% of HCPs want sales reps to include cost and coverage information during their interactions.

These market dynamics necessitate an evolution of the traditional field model focused on educating HCPs solely on the clinical efficacy of the product. Brands would be wise to expand their go-to-market approach to include strategies that help HCPs to navigate the complex web of patient access challenges facing their therapies.

The case for field teams to lean into access challenges

The days of assuming access will come easily if an innovative treatment has high demand and a motivated sales force are gone. This is evident in the lackluster performance of recent drug launches, of which over 60% between 2019 and 2021 underperformed expectations, including 24 out of 28 non-rare, non-oncology products.

The reality is that patients who are prescribed specialty and branded retail therapies face high access obstacles, including step therapy requirements, prior authorization hurdles, and high out-of-pocket costs. In fact, 79% of medical practices reported that PA requirements increased between 2021 and 2022. These bottom line is that payer restrictions create time-consuming tasks for HCPs that can adversely impact patient access.

The impact on life sciences brands is significant and felt in the form of:

1. **High rates of prescription abandonment** as patients experience delays to therapy with lengthy step-edit and prior authorization processes
2. **Uncovered or cash offer over utilization** when pharmacies face a low probability of securing coverage or declining reimbursement
3. **Erosion of brand loyalty** as prescribers lose confidence in the ability of patients to access the therapy

Without an integrated field team that has access to real-time data and are focused on collaborative problem-solving to help get patients over the finish line, brand performance suffers. It's time for manufacturers to take a new approach to commercialization with patient access front and center.

This guide offers practical strategies to optimize your field team and detailed insights on how the PhilRx platform can support your commercial priorities.

How to Optimize Your Field Team to Unlock Pharmacy Coverage: **Educating The Field**

Educate your team to drive strong hub program adoption

It's critical to educate field teams on the utilization management challenges facing your brand and your overall strategic objectives (i.e. optimizing gross to net).

Additionally, if you've invested in an access program, they need to understand the ins and outs of the program and the tools they have at their disposal to facilitate success. For field teams to operate in a manner aligned to your strategic priorities they need to know how the patient support program benefits them and their customers, and how any manufacturer sponsored assistance programs work.

At Phil, when working with a new life science partner we hold weekly meetings with the field sales and reimbursement leadership. We encourage that field management and reps who will be early adopters of the platform participate in these engagements so that they become champions, sharing their successes and helping to gain buy-in from the rest of the field team.

PhilRx Platform Promotional Materials

We equip field teams with the information needed to promote and educate HCPs on the value of your patient services program by providing patient and HCP handouts (samples included below). In turn, HCPs and office staff make patients aware of the option to participate in a program designed to help them access, afford, and adhere to therapy thus increasing overall program enrollment.

PHIL
Phil is a modern patient access platform. Get your patient on the therapy quickly at the lowest possible copay with minimal effort for your practice.

Why prescribe via Phil platform:

- Simply send an rx to PhilRx no hub forms!
- Reimbursement support during the prior authorization process and beyond
- Visibility into patient prescription journey via fax or email summaries

How it works:

- 1 Send Rx to Phil and let patient know to expect a text within minutes**
 - eRx: PhilRx (Columbus, Ohio)
 - Fax: 888.975.0603
 - Verbal: 855.977.0975, Option 1A

To minimize callbacks, include:

 - Chart notes, prior tried/failed and ICD-10 in Rx note to pharmacist.

eRx Form: Name, DOB, Mobile, Note to pharmacist
- 2 Submit prior auth when required**

Phil will pre-populate PA form and fax you the CIMM key to submit

Prior Auth Submitted
- 3 Review Weekly Patient Journey Report fax or email**

Report includes successful dispenses, pending patient enrollment or payment, PA submissions needed, etc.

Contact Phil's HCP support team at 855.977.0975, Option 3 | mdsupport@phil.us
150 E Campus View Blvd Ste 210, Columbus, OH 43235 | NPI #487163598
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PHIL
PhilRx is a free service that provides you affordable, reliable and transparent access

- Lowest price available through copay assistance program
- Medication delivered free to your door
- Online and phone support to keep you informed and help manage refills

How does it work:

- 1** Click the link we text you to enroll—it only takes two minutes
VERIFY
- 2** After we verify your copay, please confirm your payment info
VERIFY
- 3** You will receive a text with a shipment tracking link
Tracking

Questions? 855.588.0387 (Option 3) | www.philus/contact
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How To Optimize Your Field Team To Unlock Pharmacy Coverage: **Aligning Incentives**

Align incentives to ensure that your field team is pursuing covered dispenses

Ensuring that your field sales teams' incentives align with corporate goals is crucial, so everyone is rowing the boat in the same direction. Surprisingly, many field teams are incentivized to act in a manner that is not aligned with broader strategic objectives related to long term financial performance. This tends to be more common at larger, highly matrixed organizations but can be experienced at life sciences organizations of any size.

Good sales reps are incentive-oriented people who are resourceful, so they will figure out what the comp plan rewards and operate accordingly. If their compensation plan incentivizes the generation of scripts even at the expensive of the manufacturer, that's poor alignment with what a manufacturer needs to accomplish in an environment where net sales prices are in decline year over year.

Field reps will get the number of scripts they need to make their numbers, yet very few will be covered, so prescription abandonment increases and the manufacturer gets a poor return on their investment. The rep earns their bonus in the short term, but nobody wins in the long run including patients.

PhilRx Program Dashboard

For brand success, it's critical that sales leadership monitors their territories nationally to ensure buy in and strong performance against key outcome measures such as NRx sent to the hub, % of PAs submitted, etc.

In addition to territory specific insights offered during weekly meetings, Phil offers a user-friendly dashboard that delivers a real-time view into all prescriptions sent to our channel to making it easy to identify where things are getting stuck and areas of opportunity for the sales team.

The screenshot shows the PHIL Program Dashboard interface. At the top, it says "PHIL Program Dashboard" and "John Smith" with a "Log Out" link. Below the header, there are two tabs: "Rx Listed by Prescriber" (selected) and "BD Demo". The main content area is titled "Rx Listed by Prescriber" and includes a link to "Open Status Dictionary". The table below has the following columns: Prescriber Name, Script Created Date (with a date range filter: 03/30/2023 - 04/03/2023), Territory, Region, Order Number, Processing Status, Processing Sub-status, and ICD-10. The table contains four rows of data.

Prescriber Name	Script Created Date	Territory	Region	Order Number	Processing Status	Processing Sub-status	ICD-10
Maria Baptista	2023-10-11	GE	Pacific Northwest	3733-372-322	In Progress: Patient Enrollment	Need Patient HIPAA Authorization	110
Haylie Septimus	2023-11-15	Asheville, NC	Pacific Northwest	3141-641-296	In Progress: Payment Approval	-	110
Anika Workman	2023-5-3	Cambridge, MA	Southern Atlantic	8671-318-768	Archived	Transfer Out - Patient Canceled	110
Paityn Dorwart	2023-4-2	Portland, OR	Pacific Northwest	2783-794-660	In Progress: Preparing to Ship	Awaiting Carrier Pickup	110

At the bottom of the dashboard, there are links for "Terms of Use", "© Phil, Inc.", and "Version c9630d6". On the right side, there is a pagination control: "Rows per page: 25 - Page: 10 of 50 >".

How To Optimize Your Field Team To Unlock Pharmacy Coverage: Leveraging Real-Time Data

Leverage real-time data to address friction points in the prescription access journey

Working without real-time data is like being in a dark room with a candle – field team members can only see part of the situation – dimly, at best. Yet, many field teams continue to rely on stale data from 3rd party providers that hinder their ability to address challenges in real-time.

To bring value to providers and patients and make the most informed decisions, field teams need a bright light – in the form of real-time data – to understand what is happening across the prescription journey. Whether a PA has stalled due to missing data on a form, or the pharmacy has not done an electronic benefits verification, the field team can proactively assist the provider before frustration sets in and expedite the patient's access to therapy.

The data should be responsive to each field team member's needs and requirements. For example, while sales reps can educate on access, they cannot participate in reimbursement resolution because HIPAA regulations prohibit access to PHI. Thus, there is no rationale to share patient specific info with sales.

Ideally, the sales rep and field reimbursement specialist work in tandem to address PA and reimbursement issues that arise. With Phil's solution, that collaboration is made possible. If an office has a problem, they can send a fax via a portal that conceals the patient's PHI from the sales rep but allows the reimbursement specialist to see relevant information provided HIPAA consent has been provided to help the office resolve the issue.

PhilRx Field Team Portal

Our field team, mobile portal offers access to real-time data on the prior authorization process and allows field teams to filter by HCP to dive deep into what's happening at a specific account. Built-in engagement features allow field team members to resend a fax notifying offices of pending submissions.

The screenshot displays the PhilRx Field Team Portal interface. It features two callout boxes: "Filter by HCP" and "Identify Scripts that Require Action". Below these, there are two mobile device screens. The left screen shows a list of prescriptions with filters for "Time" (1 month) and "Prescriber" (All Prescribers). The right screen shows a detailed view of a prescription for "Tiana Bator, MD" with a "Send Fax" button. Below the screens, a "Summary of PhilRx Actions" table is shown, listing patient information, medication, reason for delay, and action needed.

Patient Information	Medication	Reason for Delay	Action Needed
Kane Williamson 11/22/1999	Cirfozice 100 Mg Tablet	Prior auth submission	Request completion of PA requested by PHLRx & submit to CMM (CMM Key: 633410)
Adam Pinks 11/22/1999	Cirfozice 100 Mg Tablet	Prior auth submission	Request completion of PA requested by PHLRx & submit to CMM (CMM Key: 633410)
Sam Priest 11/22/1999	Cirfozice 100 Mg Tablet	Prior auth submission	Request completion of PA requested by PHLRx & submit to CMM (CMM Key: 243q24)

How To Optimize Your Field Team To Unlock Coverage: **Take An Integrated Approach**

An integrated approach supports positive outcomes

In today's environment, your hub partner and field teams should be in lock step to drive the same goals. Namely, ensuring that HCPs are comfortable prescribing your therapy and that patients face limited barriers to accessing and adhering to therapy. Hub providers that don't take this sort of value-added and cross functional collaborative approach will ultimately fall short in helping you drive your overall strategic objectives to deliver lasting brand growth.

At Phil, we've developed a set of program success criteria that serve as the north star for all of our programs; we map performance against them at the territory level. These criteria provide an objective means for measuring the impact of our programs and evaluating the alignment of field teams in educating HCPs the benefits of the PhilRx platform for their patients. More importantly, the metrics are tied to overall brand success to ensure that all teams responsible for improving patient access are working in parallel to drive brand optimization.

Additionally, to round out of solution set, we've partnered with Syneos Health to offer a fully integrated field and hub solution to deliver strong outcomes across the commercial life cycle.

Territory Performance Monitoring

We work with manufactures to monitor program performance at the territory level against a set of proven program success criteria. This allows manufacturers to set performance benchmarks and identify opportunity regions for targeted field training to scale performance nationally. Our client success team proactively shares actionable insights and presents strategic recommendations to equip manufacturers with the info they need to drive success.

Success Factors:	1 Volume / Field Adoption	2 Script Quality / HCP Education	3 Patient Education	4 Prescriber Engagement	5 Payer Response
Territory	Total NRx	% NRx w/ Correct Info	% Patient Enrollment Rate	% PAs Submitted	% PA / Appeals Approved
PA, Harrisburg	73	66%	86%	80%	73%
NJ, Newark	64	63%	87%	74%	68%
PA, Scranton	62	85%	92%	90%	83%
PA, Pittsburgh	46	84%	70%	90%	61%
CT, Danbury	26	54%	75%	60%	67%
NY, Syracuse	25	60%	88%	70%	43%
Total	386	68%	83%	81%	71%

How To Optimize Your Field Team To Unlock Coverage: Specialty-Lite Case Study

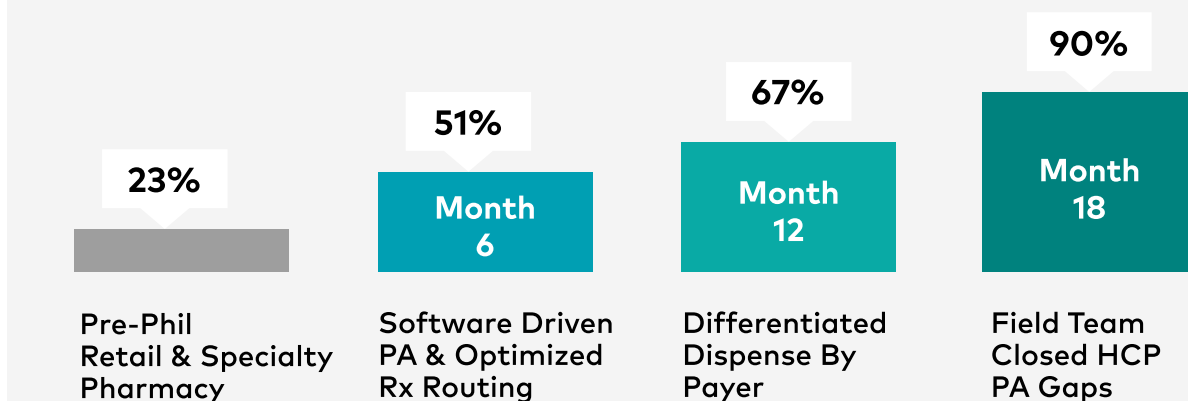
Improved field team alignment improved coverage and GTN for a women's health brand.

Background: Facing an existential threat if they did not improve brand performance, the brand needed a strategic partner to close their growing gap between formulary placement and covered dispenses. With limited visibility into the drug channel, they partnered with Phil to gain access to real-time data that could empower field teams to address friction points in the prior authorization process. Phil equipped their team with our Field Team Portal and mapped performance by territory to identify opportunity regions

Results: In just 18 months, the brand realized a remarkable turnaround driven by the technological benefits of the platform and a coordinated approach between hub and field teams leading them to alter field team incentive compensation to facilitate more prescriptions through the PhilRxcChannel.

[Learn more](#) about this case study.

4x Improvement In Covered Dispenses In 18 Months



Financial Impact

100x

Increase in net sales per month

Field Team Incentive Alignment

Bonus incentives for more Rx sent to Phil generated:

+13%

New prescriptions sent to PhilRx

+43%

Insurance covered prescriptions

4x

Return on Investment

PHIL

About The Author



Patrick Leary,
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Patrick has 20 years of experience helping pharmaceutical companies find commercial success with their products. Prior to joining Phil, Patrick worked for several pharmaceutical companies directly and then as the EVP of Value Access, Patient Services and Medical Affairs at Syneos Health. He has worked with companies across the spectrum of small start-up Biotechs to top 10 Pharma.

**Let the experts at Phil
unlock your unique value.**

**Book a meeting
today!**