

# Driving Adoption in a Crowded Market by Removing Access Barriers

## Key Takeaways

### Situation

A migraine therapy brand prepared for FDA approval in a crowded market dominated by major players.

### Challenge

Needed a modern access solution to drive adoption, secure coverage, overcome PA hurdles, and gain real-time insights in payer response.

### Solution

Partnered with PHIL to deliver seamless enrollment, tailored dispense workflows, intelligent routing, and actionable data.

### Outcomes

Converted formulary access into covered dispenses with

**90%** enrollment

**1.5X** first fills

**3X** refill adherence

**4X** net sales

## Client Background

As the brand prepared for FDA approval of its flagship migraine therapy in early 2021, it aimed to leverage strong clinical results and a novel fast-acting nasal delivery to stand out in a crowded market. Despite promising science, success was not guaranteed in a category dominated by major players with celebrity-backed campaigns. To drive adoption, coverage, and adherence, the team sought a differentiated go-to-market strategy and engaged commercial partners to overcome competitive and channel challenges.

## Launch Goals

- Drive adoption with a differentiated go-to-market strategy.
- Secure coverage and ensure patient access.
- Boost adherence for sustainable growth.

## The Challenge

To support a successful launch, they needed a partner that could help them:

### 1. Deliver a Modern Patient Access Experience

Eliminate friction points with a seamless, digital-first experience for patients and HCPs.

### 2. Lay the Foundation for Covered Dispenses

Partner with a company that could help convert formulary placement into covered dispenses.

### 3. Generate Lasting HCP Loyalty

Build awareness and confidence in adherence with effective support and ecommerce like home delivery.

### 4. Provide an Alternative to Retail

Avoid prior authorization challenges in the retail channel that could threaten adoption and erode Gross to Net.

### 5. Gain Actionable Insights

Leverage real-time data during the launch phase to adjust business rules and unlock coverage and growth.

# The Solution

The brand knew going it alone was risky and that legacy access partners couldn't meet modern channel demands. Targeting a diverse patient population, they needed a solution that could tailor dispense workflows for Commercial, Government, and Uninsured patients. They chose PHIL as a partner due to our exceptional patient experience, integrated platform, and proven ability to drive new starts while converting formulary access into covered dispenses.

Together, we set out to support a successful launch by:



**Simplify HCP & Patient Access Journey**

Enable easy ePrescribing within existing workflows, smartphone-based enrollment, and full script visibility throughout the journey.



**Neutralize Prior Authorization Obstacles**

Use real-time benefits checks, parallel workflows, and prepopulated forms for easy and quick PA submissions.



**Leverage Channel Data**

Analyze HCP, patient, and payer behavior to support obtainment of formulary and adjust business rules to facilitate improved access.

## Partnering with PHIL to Commercialize their Therapy

We partnered with brands launch teams to implement a customized patient access program powered by an integrated platform — fully embedded in brand assets and launch-ready within weeks.

The launch solution included:

### 01 Seamless Digital Enrollment

Patients enroll via text in minutes on their smartphone after receiving a prescription — often before leaving the doctor's office.

### 02 Differentiated Dispense Workflows

Tailored by insurance type, including uncovered options, patient assistance programs, and government waivers.

### 03 Intelligent Pharmacy Routing

Prescriptions routed to pharmacies contracted with the patient's insurance after eRx and benefit verification.

### 04 "1-Click" PA Submissions

Platform auto-populates forms from eRx data for quick prior authorization and formulary exception submissions.

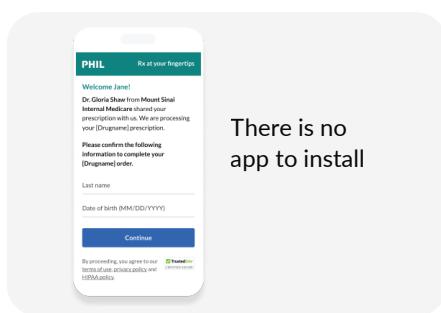
### 05 Simple Refills

Patients opt into refill management and receive notifications to manage upcoming prescriptions.

### 06 Payer Coverage Data & Insights

Manufacturers access real-time payer response data to inform market access strategies.

## Promote Successful Patient Starts



There is no app to install

## "1-Click" PA Submissions

PHIL notifies HCP when a PA is ready to submit

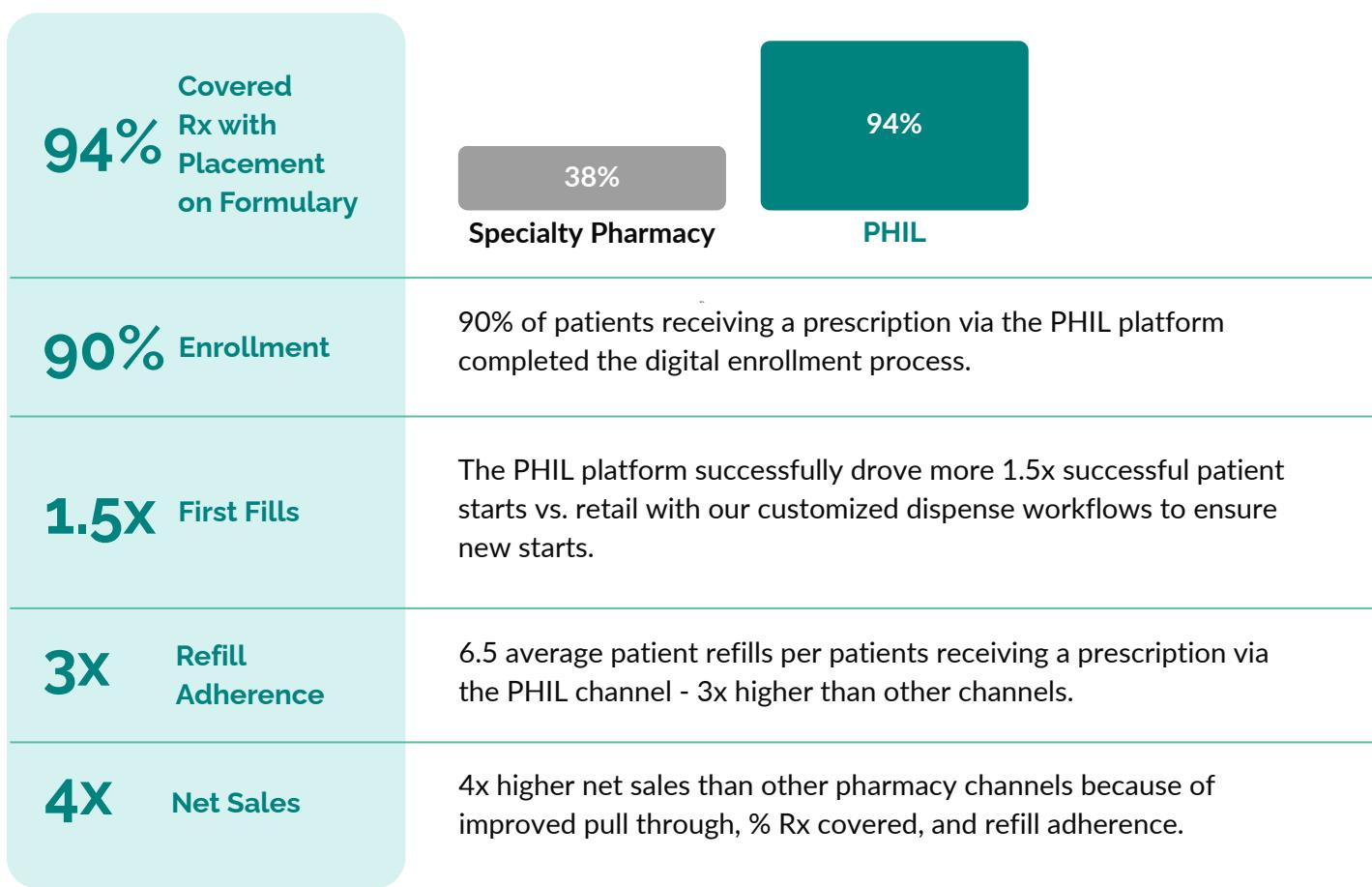


## Step Edit Insights By Payer



## The Results

The partnership with PHIL facilitated the conversion of formulary placement to covered dispenses positioning the brand for sustained growth.



## Unlock Your Brand's Value with PHIL

Our platform expands coverage and maximizes reimbursement by delivering end-to-end prescription visibility while seamlessly integrating into patient and provider workflows.

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