

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 Disposes

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.

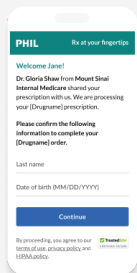
05 Simple Refills

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

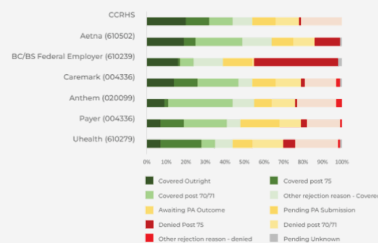


There is no app to install

"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.

94% Covered Rx with Placement on Formulary

38%

Specialty Pharmacy

94%

PHIL

90% Enrollment

90% of patients receiving a prescription via the PHIL platform completed the digital enrollment process.

1.5X First Fills

The PHIL platform successfully drove more 1.5x successful patient starts vs. retail with our customized dispense workflows to ensure new starts.

3X Refill Adherence

6.5 average patient refills per patients receiving a prescription via the PHIL channel - 3x higher than other channels.

4X Net Sales

4x higher net sales than other pharmacy channels because of improved pull through, % Rx covered, and refill adherence.

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.

Book a Meeting Today

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