Designing a Transformative Direct-to-Patient Program to Drive Brand Growth

Key Takeaways

Situation
A women's health brand sought to launch a Direct-to-Patient (DTP) channel for discreet, convenient care after FDA approval.

Challenge
Deliver an integrated digital patient access experience while addressing coverage gaps and gross-to-net improvement opportunities.

Solution
Partnered with PHIL to implement a flexible, API-integrated DTP program with telemedicine, tailored dispense options, and national pharmacy coverage.

Outcomes
The program delivered

91% patient enrollment

2X pull through

5X refill adherence

4.1X net sales per patient

Client Background

A women's health brand recently received FDA approval for a treatment indicated for **hypoactive sexual desire disorder (HSDD)** in women. Their target audience is **middle-aged women** seeking convenient and discreet healthcare solutions.

Launch Goals

- Launch a Direct-to-Patient (DTP) access channel on their website to align with evolving consumer preferences.
- Provide a seamless, discreate experience through telemedicine and home prescription delivery.
- Identify the right partner to execute this strategy successfully in the post-COVID digital healthcare era.

The Challenge

As the brand laid the groundwork to launch a digital access channel to complement their retail strategy, they understood the following had to be true to ensure DTP success:

1. The digital access experience had to be transparent, convenient, affordable, and integrated to meet e-commerce-like expectations and maintain brand loyalty.

2. The brand needed a DTP and digital hub partner that could compliantly share patient health and prescription data to deliver a seamless, integrated experience and speed therapy access.

3. The DTP program required infrastructure to support brand coverage and sustainable growth by ensuring processes that convert formulary placement into a high percentage ofcovered dispenses.

The Solution

The brand recognized the opportunity in launching a DTP program but initially struggled to identify the right partners among similar vendors. They concluded that a modern patient access experience was essential but insufficient without addressing gross-to-net challenges. Therefore, they prioritized finding a digital hub partner that could improve prior authorization rates and maximize covered dispenses. After an extensive search, they chose PHIL as a partner due to our proven results, platform flexibility, and unique gross-to-net optimization capabilities.

Our teams partnered to implement a responsive solution for this innovative women's health product and together the organizations sought to:

1. Market the channel on the brand's patient website for a consistent experience throughout the access journey.

2. Use API integration to share patient data between the telemedicine provider and digital hub for faster benefits checks and prior authorizations.

3. Design the program to enable seamless therapy access with tailored dispense options for different insurance statuses (copay, Bridge, PAP).

4. Offer patients the choice of home delivery or local pharmacy pickup.

Bringing a Direct-to-Patient Strategy to Life

Direct Integration in Brand Assets
Patients visiting the brand website could start a virtual visit to get a prescription today.

Multiple Options to Access Care
Patients accessed disease-specific providers via synchronous or asynchronous visits, based on state regulations.

Digital Patient Enrollment
After receiving a prescription, patients enrolled in the PHIL platform via a mobile text link.

Telemedicine PA Portal
PHIL built a PA portal integrated with PA submission software for HCPs to easily manage payer requirements and submit prior authorizations.
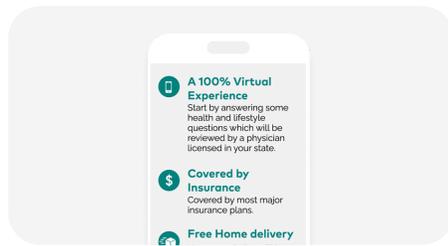
National Dispense Network
Our pharmacy network provided 98% coverage, ensuring patients could access covered home delivery.
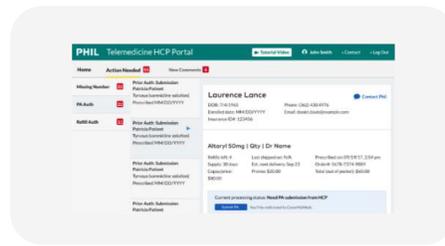
End-to-End Visibility
The brand team had full visibility into the Rx journey to optimize program performance.

Direct Integration In Brand Assets

A 100% Virtual Experience
Start by answering some health and lifestyle questions which will be reviewed by a physician licensed in your state.

Covered by Insurance
Covered by most major insurance plans.

Free Home delivery

Telemedicine PA Portal

National Dispense Network of Retail, Chain and Specialty Pharmacies

The Results

Strong Patient and HCP Engagement	**35k** new prescriptions	**91%** enrollment	**91%** HCP PA submissions
Improved Outcomes vs. Other Channels	**2X** pull through	**5X** refill adherence	**4.1X** net sales per patients

PHIL Quickly Maximizes the Benefit of Formulary Wins

Legend:
- Covered
- Uncovered
- Cash
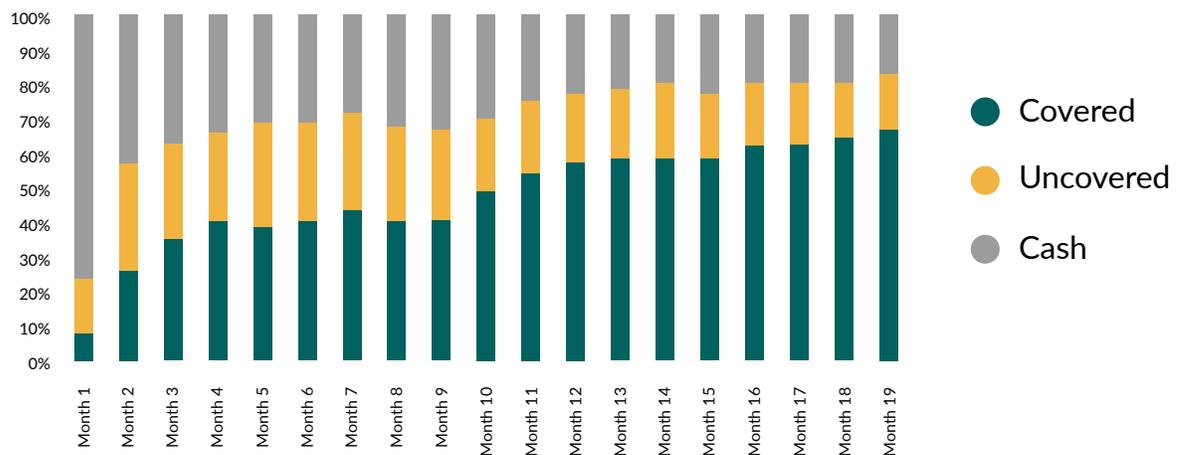
Unlock Your Brand's Value with PHIL

PHIL combines a modern user experience with end-to-end prescription visibility to maximize covered dispenses while seamlessly integrating into patient and provider workflows.

Book a Meeting Today