

CASE STUDY: Transitioning Top 15 Pharma PAP Program



THE SITUATION

A top 15 pharmaceutical manufacturer was experiencing costly transactional related program fees, lengthy enrollment processing time, excessive voucher activation error rate, and daily patient complaints with their incumbent service provider. Manufacturer needed to dramatically improve the patient journey, significantly reduce turnaround times, and increase overall program efficiency. Manufacturer required high levels of data transparency and a more “patient focused” program strategy.



THE CHALLENGES

- ▶ Mitigate new enrollment and missing information backlog
- ▶ Excessive call to patient ratio
- ▶ Significant voucher ID generation errors
- ▶ Higher than acceptable turn-around times for enrollment
- ▶ Improve patient communication
- ▶ Lower total operating costs of the program



THE KNIPPERx SOLUTION

- ▶ Implemented “KnippeRx Cares Technology Ecosystem” providing a fully integrated end-to-end solution including:
 - CRM based Case Management
 - Omni-Channel Communications
 - Pharmacy Dispensing
 - Bidirectional EDI feeds
 - Voucher ID generation
 - KADABRA™ real-time data and analytics platform
- ▶ Automated Voucher ID generation and bidirectional APIs for activation between third party vendor and KnippeRx
- ▶ Fully staffed +20% buffer staff within 45 days prior to launch
- ▶ Established a 3-week hypercare period post-launch with previous vendor and manufacturer



THE RESULTS

- ▶ Transferred 99,000+ unique patients
- ▶ Transferred 134,500+ enrollments
- ▶ Transferred 39,800+ active prescriptions
- ▶ No gap in patient therapy
- ▶ Reduced missing info resolution TAT by 66%
- ▶ Reduced average call time by 18%
- ▶ Reduced total handled calls by 25%
- ▶ Reduced annual Med-D re-enrollment period by 30 days
- ▶ Reduced headcount by 26%
- ▶ Reduced average enrollment processing time by 71%
- ▶ Eliminated voucher ID generation errors
- ▶ Eliminated client’s physical voucher card related spend for US PAP



PATIENT ASSISTANCE PROGRAMS

The need for Patient Assistance Programs (PAP) continues to grow and manufacturers' need to expand these programs continues to rise. Challenges with scalability and affordability of PAP programs is driving the need for more efficient, innovative solutions that reduce cost and improve the patient and HCP experience. Recognizing this rapidly increasing need, KnippeRx has developed the "Rx Cares Technology Ecosystem" - a comprehensive end-to-end platform based on the latest technologies and industry insights.



Services and solutions that optimize and simplify the patient-pharmacy experience



KnippeRx provides complete patient assistance and application administration, from assistance with design through comprehensive implementation, execution, and mitigation services. Income verification, benefits investigation and patient dispensing are fully-integrated offerings of KnippeRx patient assistance program management. All Patient Assistance Programs are configurable for manufacturers to efficiently overcome obstacles and help ensure rapid access to therapy.