

CASE STUDY: Transitioning Top 5 Pharma PAP Program



THE SITUATION

A top 5 pharmaceutical manufacturer was experiencing excessive backlogs, continuous cost increases, and daily prescriber and patient complaints with their incumbent service provider. Manufacturer needed to dramatically improve the Patient and HCP 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 open case backlog
- ▶ Excessive time to answer in call center
- ▶ Higher than acceptable turn-around times for enrollment
- ▶ Excessive HCP product replenishment processing time
- ▶ Improve patient and HCP 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
 - 3PL Fulfillment System
 - Bidirectional EDI feeds
 - KADABRA™ real-time data and analytics platform
- ▶ Created bidirectional APIs to transfer approved patient information and enrollment forms between 3rd party hubs and KnippeRx
- ▶ Leverage ePlatform for prescriber to request product replenishment
- ▶ Provided ePAP portal to decrease missing information and application processing time
- ▶ Established a 3-week hypercare period post-launch with previous vendor, hub, and manufacturer

THE RESULTS

- ▶ Transferred 312,000+ unique patients
- ▶ Transferred 16,800+ enrollments
- ▶ Transferred 502,000+ prescriptions
- ▶ No gap in patient therapy
- ▶ Reduced receipt to dispense turnaround time by 80%
- ▶ Reduced average speed of answer by 91%
- ▶ Reduced average call handle time by 20%
- ▶ Reduced call abandonment rate to < 3%
- ▶ Reduced average enrollment processing time by 54%
- ▶ Increased inventory accuracy to 99.5%
- ▶ Increased pharmacy order accuracy to 99.9984%



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.