

CASE STUDY: Transitioning Patient Assistance Program

Top 30 Pharmaceutical Manufacturer transfers a 16,750+ patient Patient Assistance Program (PAP) to KnippeRx



THE SITUATION & CHALLENGES

Top 30 brand name manufacturer was experiencing dispensing and enrollment backlogs, billing inaccuracies and weekly daily prescriber and patient escalations to manufacturer was seeking to eliminate 3,000+ enrollment backlog, of which 1,800+ were Medicare re-enrollments that were delayed greater than 60 days. Eliminate current two-week turnaround time and overall inaccuracies in enrollment documentation. Manufacturer wanted significant improvements to data transparency. Manufacturer expected a more patient centered approach.



THE REQUIREMENTS

- ▶ Eliminate the Medicare re-enrollment backlog within the 1st month
- ▶ Call Handling: 80% of calls answered within 30 seconds
- ▶ Enrollment processing within 2 days
- ▶ Order fulfillment: 95% requests dispensed within 2 days
- ▶ Inventory Management
- ▶ Transition of PAP program with no gaps in patient therapy



THE KNIPPERx SOLUTION

- ▶ Leverage technology to improve patient journey and turnaround times
- Implement fully integrated bidirectional communication KnippeRx PAP Ecosystem
- CRM case management, PMS Pharmacy management, Telephony
- Implemented patient derived option for checking enrollment PAP status through IVR
- Established urgent fax line to prioritize specific products
- Utilize KADABRA Knipper Propriety real time reporting platform (Intuitive BI portals; Redesign manufacturers' website to include eligibility tool to reduce number of denials)
- ▶ Established a 3-week Hypercare period post-launch with previous vendor, external hubs, and manufacturer to ensure complete transition of patient data



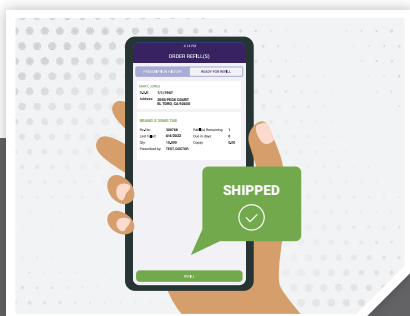
THE RESULTS

- ▶ Transferred 16,750+ patients
- ▶ Transferred 16,000+ enrollments
- ▶ Transferred 18,250+ RXs
- ▶ No Gaps in Patient Therapy
- ▶ 65% reduction in Receipt to Dispense TAT within one year of transition
- ▶ 21% reduction in enrollment processing resulting in denials
- ▶ Achieved less than 5% abandonment rate
- ▶ 98.5%+ Pharmacy order accuracy
- ▶ 95% enrollment within 1 day with 100% of required information
- ▶ Enrollment communication with HCP 95% within 1 day for initial scheduling



THE SHORTEST PATH POSSIBLE FROM SCRIPT TO THERAPY.

KnippeRx is an affiliate of Knipper Health, an acknowledged leader in the Life Sciences for more than thirty years. We employ a personal, consultative approach, partnering with clients, practitioners and patients to design innovative, effective solutions that are driven by market insight and data to ensure maximum return on our clients' investment and ultimately to improve people's lives. Our clear concentration enables us to provide exceptional services to manufacturers, patients, providers, and payers—never before offered in the specialty care environment.



SPEED TO THERAPY:

- ▶ Same day processing of Rx received*
- ▶ ePriorAuthorization technology reduces cycle times to as little as 48 hours
- ▶ Assistance with appeals processing
- ▶ Rapid delivery using select last mile carriers and courier services

** Same day service level agreements by contract based on individual programs*



FLEXIBLE HUB SERVICES:

- ▶ Comprehensive benefits investigation
- ▶ Accelerated electronic prior authorization
- ▶ Free trial enrollment processing
- ▶ Bridge programs
- ▶ Income verification for free goods program qualification



CLINICAL CARE:

- ▶ One-on-one contact with caring clinicians throughout the therapy journey
- ▶ Clinicians are available online or by phone
- ▶ Patients are navigated through the importance of persistence, therapy administration and training, and the management of side effects and multiple medications



SPECIALIZED SERVICES:

- ▶ Highly unique patient-centric online and traditional enrollment processes
- ▶ PAP Qualification and Administration
- ▶ End-to-End Management of Bridge Programs, Free Trials and more