CASE STUDY: Transitioning Patient Assistance Program

Top 5 Pharmaceutical Manufacturer transfers Patient Assistance Program (PAP) including 300,000+ active patients to KnippeRx

THE SITUATION

A top 5 pharmaceutical manufacturer was experiencing excessive backlogs, continuous cost increases, and daily prescriber and patient complaints with their previous PAP vendor. 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 turnaround times on enrollments
- Excessive product replenishment processing time
- Improve patient and HCP communication
- Lower total operating costs of the program

THE KNIPPERx SOLUTION

Leverage technology to improve patient journey and turnaround times

- Implemented "KnippeRx Cares Technology Ecosystem" providing a fully integrated end-to-end solution including:
  - CRM based Case Management
  - Omni Channel Communications
  - Pharmacy Management System
  - 3PL Fulfillment System
  - Bidirectional EDI feeds
  - KADABRA (Knipper's Propriety real time data and analytics platform)
- Created a bidirectional API connection to transfer approved patients' information and enrollment forms between manufacturer's hub and KnippeRx pharmacy
- Established a 3-week hypercare period post-launch with previous vendor, hub, and manufacturer
- Staffed within 45 days prior to launch

Leverage e-platform for prescriber to request product replacement

THE RESULTS

- Transferred 312,000 patients
- Transferred 16,800 enrollments
- Transferred 502,000+ Rxs
- No gap in patient therapy
- 80% reduction in receipt to dispense
- 91% reduction in average speed of answer
- Reduced average time to answer by 120%
- Reduced call abandonment rate to less than 3%
- Increased inventory accuracy to 99.5%
- Increased pharmacy order accuracy to >99.984%
- Reduced average enrollment processing time by 200%

KnippeRx

CUSTOM PHARMACY SOLUTIONS

▶ 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.