

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 turnaround times on enrollments
- ▶ 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

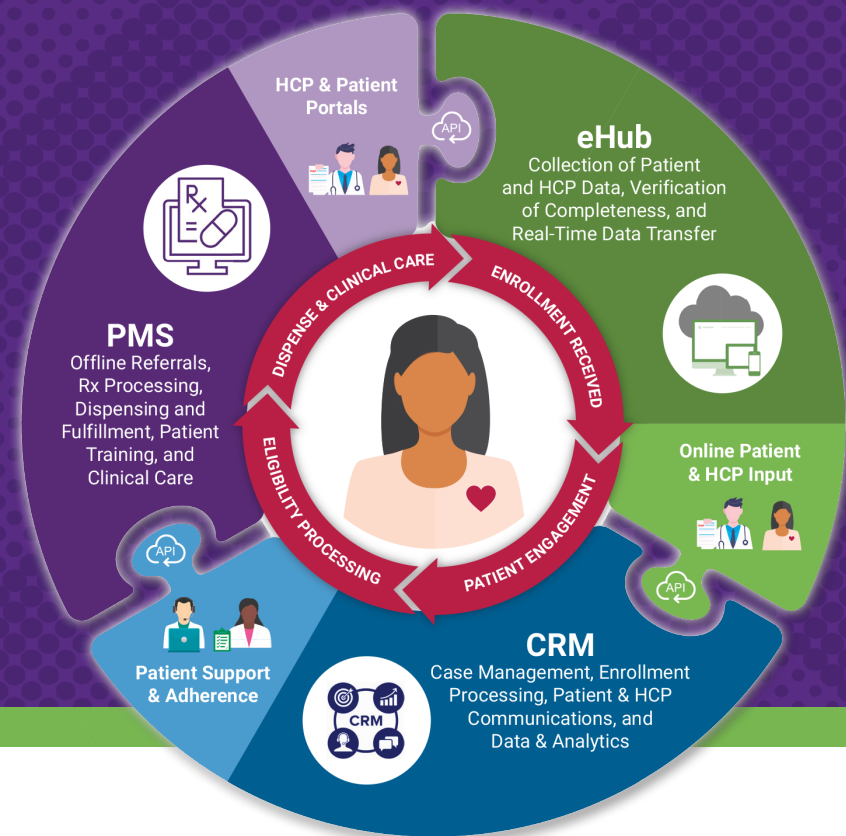
- ▶ Transferred 312,000+ unique patients
- ▶ Transferred 16,800+ enrollments
- ▶ Transferred 502,000+ prescriptions
- ▶ No gap in patient therapy
- ▶ Reduced receipt to dispense turnaround time by 80%
- ▶ Reduced average speed of answer by 91%
- ▶ Reduced average call handle time by 20%
- ▶ Reduced call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

KnippeRx Cares Technology Ecosystem

KnippeRx Cares™

NON-COMMERCIAL PHARMACY SOLUTIONS

Powered by the
KnippeRx Cares™ Technology Ecosystem



KnippeRx Cares Patient Journey

DAY 1

