

Case Study: Direct To Patient

A top 10 brand name pharmaceutical company partners with Eagle Pharmacy, a KnippeRx company to address generic competition and loss of branded prescriptions which were written as a result of brand coverage for a top 10 prescribed name brand product.



THE SITUATION

A top 10 brand name pharmaceutical company was facing generic competition for a prescribed name brand product. The manufacturer was experiencing a sizable reduction in prescriptions once a loyal HCP switched to the generic, as patients' insurance was no longer covering the brand. Manufacturer continued to maintain strong payor relationships with good coverage for their brand in areas across the country. Manufacturer needed a custom pharmacy solution for areas with no coverage to ensure not to cannibalize the percent of covered insurance claims with a Direct To Patient "cash" offer. The manufacturer was hopeful if their brand price was cost competitive to the generic price, HCP's and patients would return to the brand.



THE REQUIREMENTS

- ▶ Provide a Direct To Patient cash specialty pharmacy solution in regions of the country where the brand had limited coverage
- ▶ Avoid cannibalization of covered patients in areas with strong payor relationships
- ▶ Provide a mobile interactive and customized brand specific online experience that includes both the initial patient engagement and return user experience
- ▶ Provide a full-service patient support center
- ▶ Enable manufacturer to retain positive margin with a cash-based solution



THE KnippeRx SOLUTION

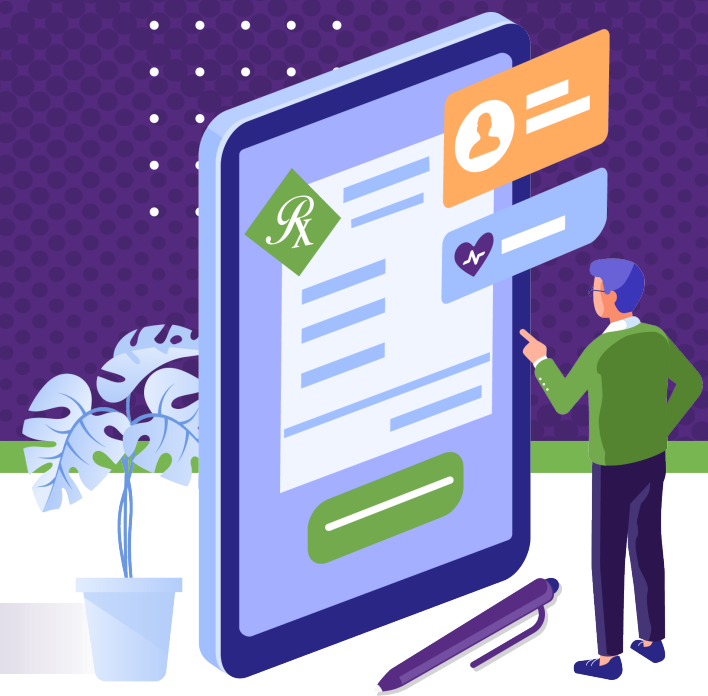
- ▶ Target marketing to high generic prescribers that were previously brand loyal
- ▶ Established brand name pharmacy for ease of prescribing within EMR's
- ▶ Implemented mobile interactive online patient engagement/return user experience
- ▶ Real-time text and e-mail patient interaction
- ▶ Developed automated refill program
- ▶ Full-service online and live patient support center



THE RESULTS

- ▶ Began with 1,500 patients: now servicing 140,000 patients
- ▶ Over 2 million program dispenses
- ▶ Program fills the brand for over 90% of patients enrolled versus less than 50% at retail
- ▶ Greater than 50 fills, normalized to 30-day supply, per patient
- ▶ 98% of clean orders are processed and shipped the same day

Creating the Shortest Path Between Patient and Therapy



THE PATIENT JOURNEY

