



## Patient Copay Optimization

Essence: on-demand expertise to optimize your patient access, Relay, and coupon programs tied to your individual risk tolerance and desired growth versus access goals

How we do it: at Allergan, Josh managed hundreds of millions of dollars' worth of coupons, copay cards, and Relay programs for launch, growth, and mature products. Our group was tasked with standardizing Forest, Allergan, Durata, and Actavis programs, while maintaining numerous partners and providers. The solution was to delve deep into the details of pharmacy adjudication and reimbursement in ways that few pharma marketers have the luxury of doing. We bring a detailed understanding of the business rules that govern these programs to each engagement. This attention to detail ensures that you can maximize your profitability while maintaining the appropriate level of access required to continue product growth.

### Benefits:

- Emerging companies can set up programs with sophistication that competes with the best in the industry
- Established companies can benchmark their reporting, vendors, and organizational expertise versus industry gold standards
- Optimized Coupon and copay reporting including insights into how to maximize changes throughout the year
- Advanced strategies to address the Q1 challenge and activate profitable patients beyond traditional programs (non-promoted offers, regional managed care optimization, cost-of-living equalization, etc.)
- Ability to work with commercial, legal, compliance, and sales stakeholders to create a standardized approach that meets your corporate risk tolerance
- Advanced customer relationship management techniques, (HIPAA compliant) to enable further consumer engagement, increase compliance, and enable cross-brand sales

### Sample Projects:

Allergan Relay, Coupon, and patient benefit standardization project – standardized master service agreements, terms, and data requirements for all programs.

Allergan digital marketing program for coupons and copay cards – standardized all on-line coupon and copay card interactions including patient activation to ensure legal and compliance requirements. While building a comprehensive, HIPAA compliant patient database



Small biotech go-to-market strategy: worked with a privately traded biotech to build their patient benefit programs including all launch collateral.

Biotech patient willingness-to-pay study: used coupon data from analogs to inform the forecast for a developmental biotech that was particularly sensitive to patient pay due to predicted low levels of reimbursement (at launch).