

CASE STUDY

CLIENT PARTNER

PHARMA Co. (DRUGS)

A global pharmaceutical company (6B+ revenue) focused in Oncology and Metabolic therapeutic areas

PROBLEM / CHALLENGE

Develop innovative approaches to address patient cash pay burden by market segments in a challenged therapeutic area or diagnosis with no preponderance of coverage for branded drugs.

SOLUTION HIGHLIGHTS

- Market analysis approaches by payer market sub-segments and risk pools with related plan designs using AXIACI (proprietary, health plan solution)
- Persistency analysis of Cash Vs OOP by payer across market segments
- Financial modeling with shifts in commercial mix to resource investments by market and geography
- Re-tooling of savings card, voucher and discount approaches to support different markets

IMPROVING
ECONOMIC
ACCESS AND
SHIFTING CASH
PAY TO
COMMERCIAL PAY
FOR BRAND

RESULTS

Eliminated voucher programs and initiated 15% shift to commercial for targeted regional market segments the following quarter. Also, observed a positive 10% gain in net income from sales in regional target areas the following quarter