

PHIL

How PhilRx Supported a Successful Launch of a Specialty-Lite Migraine Therapy

**Phil
Unlocked
Their Unique
Value**

Our platform expands coverage and maximizes reimbursement for brands by providing end-to-end visibility into the prescription lifecycle while integrating into the lives and workflows of patients and providers

Launching With A Managed Channel Strategy

As the brand neared FDA approval to launch its flagship migraine therapy in early 2021, the brand's commercial team carefully evaluated its commercial strategy. In clinical trials, the proprietary compound paired with a novel mechanism that provided a fast-acting nasal delivery for acute migraine sufferers. It had demonstrated promising clinical benefits, and the safety data appeared to position it as an attractive therapy to migraine sufferers and neurologists. The team, optimistic that the drug had high potential, believed that the combination of an efficacious treatment and differentiated commercial strategy would result in significant adoption.

Despite their compelling science, the brand understood that a successful launch of their novel therapy was not a guarantee. In a crowded category featuring many of the biggest names in the pharmaceutical industry leveraging the likes of Serena Williams and Kim Kardashian as brand ambassadors, they knew that they needed a differentiated go to market strategy to drive adoption, coverage, and adherence. They engaged in a rigorous search for commercial partners that could help them address these competitive dynamics and the challenges they faced in the ever-evolving drug channel.

To support a successful launch, they needed a partner that could help them:

- 1 Deliver a Modern Patient Access Experience**
To eliminate friction points, they wanted to deliver a seamless access journey on par with the customer experiences their target patients are accustomed to in other "digitally transformed" industries - banking, retail, and technology
- 2 Lay The Foundation For Covered Dispenses**
While they expected to launch without significant formulary placement, it was essential to partner with a company that had the right systems in place and pharmacy relationships to ensure that they could effectively convert formulary placement to covered dispenses when they secured access
- 3 Generate Lasting HCP Loyalty**
In order to unlock sustainable growth, they needed to raise awareness with HCPs while also offering confidence that patients could successfully adhere to their novel therapy with effective patient support and an e-commerce like home delivery option
- 4 Provide An Alternative To Retail Channel**
For a specialty-lite product like their own, they recognized the potential for patient experience and prior authorization challenges in the retail channel that could threaten adoption and erode their Gross to Net economics
- 5 Agilely Respond To Payer Coverage Behavior**
They sought data to make informed adjustments to their business rules and dispense logic based on payer behavior at key intervals during the launch phase that could unlock incremental coverage and growth

Partnering With Phil To Commercialize Their Therapy

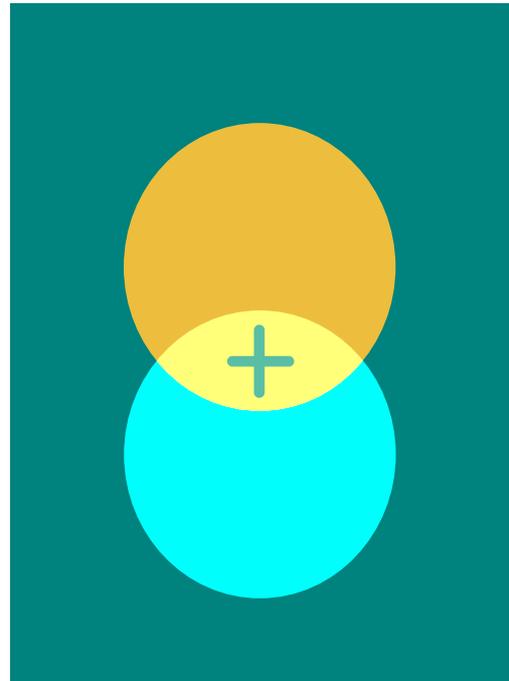
The brand recognized that it would be unwise to go it alone and that a strategic, value-added partner could improve their prospects for reaching their expected value post launch. As they looked to develop their partner ecosystem, their experienced launch team recognized that legacy access partners would be ill-equipped to help them address the challenges that the modern drug channel presents.

And as they planned to target a diverse patient population with varying types and levels of payer coverage, they needed to ensure that any solution implemented could differentiate dispense workflows to respond to various patient insurance types—Commercial, Government, and Uninsured.

Ultimately, they selected Phil because of our ability to deliver an exceptional patient experience, the comprehensive and integrated nature of the PhilRx platform, and Phil's proven ability to drive new patient starts while addressing core challenges related to converting formulary access to covered dispenses.

Together, we set out to support a successful launch by:

- 1 Simplifying The HCP & Patient Access Journey**
By offering an efficient, simple method of prescribing the therapy to PhilRx within existing HCP workflows, easy smartphone-based enrollment, and complete script visibility throughout the medication journey
- 2 Neutralizing Prior Authorization Obstacles**
By leveraging technology to conduct real-time benefits investigations, applying a parallel dispense workflow, and pre populating forms to make PAs easy to submit
- 3 Collecting & Responding To Channel Data**
By analyzing how HCPs, patients, and payers were responding to the product to present payers with a body of evidence of demand to support formulary access and adjusting business rules to facilitate improved access



The PhilRx Patient Access Platform

To bring the program to life, Phil consulted with launch teams to implement a customized patient access program powered by Phil's integrated commercialization platform.

Phil provided a solution that was easily integrated into existing brand assets and was launch ready in a matter of weeks.

The launch solution included:

Seamless Digital Enrollment

after receiving a prescription, patients received a text to enroll in minutes on their smartphone before leaving the doctor's office

Differentiated Dispense Workflows

by insurance type inclusive of an uncovered option, a patient assistance program, and government waivers

Intelligent Pharmacy Routing

after receiving an eRx and benefit information, the prescription was routed to the pharmacy with payer contracts with the patient's insurance

"1 Click" PA Submissions

the platform extracted information from the eRx to populate required forms to make it easy to submit PAs & FEs to show evidence of demand

Informed Auto Refills

patients opted into auto refills and were notified regarding upcoming refills to allow them to act

Wholesale Distribution

Phil's subsidiary Western Wellness Services managed distribution providing meaningful savings, enhanced visibility, and improved demand planning

Payer Coverage Data & Insights

the manufacturer team was provided access to information on how payers responded to their product to inform market access

Promote Successful Patient Starts



There is no app to install

90% enrollment rate

"1-Click" PA Submissions

PHIL Smarter Prescriptions <https://md.phil.us/>

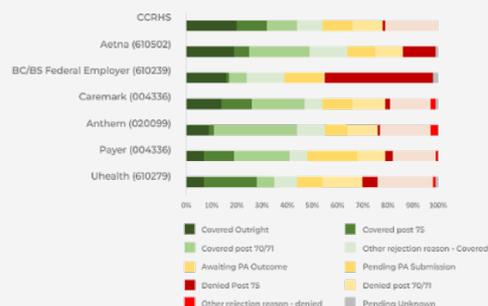
A prior authorization is ready for submission
Date of request: 12/09/2020, 15:00 PST
Please login to CoverMyMeds to submit the PA before the form expires.

Patient Name: Amy Rodriguez DOB: 03/25/1980 Provider Name: BETH AARHUS NPI: 1508832221	Prescription CINFLUXIZ 100MG TAB ER 24H QTY: 30 Refills: 6 CoverMyMeds Key: 735325
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Message from Phil Team:
Hello! Our mutual patient's prescription, Cinfluxe requires a PA. We've completed the PA and it is ready for submission. Please log in to your CoverMyMeds account and press the orange "Submit to Phil" button using the key: 735325. We will be notified of the decision.

PhilRx notifies HCP when a PA is ready to submit.

Step Edit Insights By Payer



Impactful Results Powered By The PhilRx Platform

Their partnership with Phil facilitated the conversion of formulary placement to covered dispenses positioning the brand for sustained growth.



90%
Enrollment

90% of patients receiving a prescription via the PhilRx platform completed the digital enrollment process.

1.5X
First Fills

The PhilRx Platform successfully drove more 1.5x successful patient starts vs. retail with our customized dispense workflows to ensure new starts.

3X
Refill
Adherence

6.5 average patient refills per patient for patients receiving a prescription via the Phil channel – 3x higher than other channels.

4X
Net Sales

4x higher net sales than other pharmacy channels because of improved pull through, % Rx covered, and refill adherence.

PHIL

**Let the experts at Phil
unlock your unique value.**

**Book a meeting
today!**