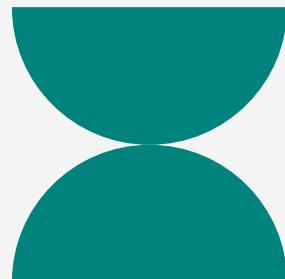


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# **Five Key Success Factors to Drive Hub Excellence**

**A Guide for Branded  
Retail and Specialty-Lite  
Manufacturers**



# Executive Summary

Four key challenges hinder patient access to branded retail and specialty-lite therapies.

## 1. Patient expectations

**60%** Expect their digital healthcare experience to mirror that of retail<sup>1</sup>

**80%** Prefer to use digital channels to communicate with providers and brands<sup>2</sup>

## 2. Utilization management

**75%** New-to-brand patients attempting to fill a launch brand are unsuccessful<sup>3</sup>

**80%** HCPs report patient care delays or denials due to PA requirements<sup>4</sup>

## 3. Pharmacy channel

**>1,000** Retail pharmacy chain store locations are closing in the US<sup>5</sup>

**\$256B** Forecasted global market for ePharmacies by 2030<sup>6</sup>

## 4. Out-of-pocket costs

**94M** Prescriptions abandoned in 2022 with increasing frequency as OOP costs grew<sup>7</sup>

**Tier 4** Formulary designation of many specialty-lite therapies and biologics<sup>8</sup>

# A Digital Hub Can Be An Effective Solution For Branded Retail And Specialty-Lite

## 1 Field and Provider Adoption

**Key takeaway:** Your field team must consistently educate healthcare providers about the benefits of the hub in order to drive adoption and engagement.

## 2 Patient Education

**Key takeaway:** Patient enrollments drive overall pull-through, so educating patients on the "how-to" and "why" enroll in your digital hub is crucial.

## 3 Script Quality

**Key takeaway:** Ensuring script information is complete and accurate initiates a smooth access experience and is critical to driving the highest rate of covered dispenses.

## 4 Prescriber Engagement

**Key takeaway:** Whether providers choose to prescribe your brand and engage in the PA process affects the chances of higher covered dispenses and better formulary placement.

## 5 Payer Response

**Key takeaway:** Understanding how payers are responding to your product helps inform market access discussions with health plans and field team interactions with HCPs.

# Playbook Overview

Are the patient support services for your retail or specialty-lite brands delivering the outcomes desired? If not, this guide is for you. While life sciences companies invest heavily in patient services, many are not seeing results – or maximizing ROI – due to friction points in the medication access journey.

The recommended solution for retail and specialty-lite manufacturers looking to resolve the numerous obstacles that impede access is a digital hub. But not just any hub will do. An end-to-end digital hub that provides the necessary visibility across the entire prescription journey to enable timely optimizations and proactively address any gaps in patient access before they become roadblocks.

At Phil, we've defined five specific factors that drive hub success for life sciences manufacturers. In this guide, we get to the root of the problem, lay out the advantages of using an integrated digital hub, and delve into how to leverage territory monitoring to scale hub success. We also share a case study about how a specialty-lite manufacturer changed the trajectory of their brand using a success factor-driven digital hub optimization approach.

**7 out of 10 of the top performing** biopharma companies have strategically integrated and modernized their field/customer model.<sup>9</sup>

Innovation in the commercial model is a potential driver of an incremental **\$1B in annual revenue** for some leading biopharmaceutical companies over the past five years.<sup>9</sup>

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# The Challenge: Manufacturers Struggle To Consistently Unlock Patient Access To Branded Therapies

While many manufacturers invest generously in support services to promote patient access, few see the outcomes and ROI they anticipated. The following trends are driving the need for more effective, digital-first patient services programs:

## Tech-savvy customers expect a frictionless healthcare experience

- **61% of patients** would switch to a healthcare provider that offers a digital portal<sup>10</sup>
- **34-38% higher** medication adherence when patients get smartphone notifications<sup>11</sup>
- **60% of consumers** expect their digital healthcare experience to mirror that of retail<sup>1</sup>
- **80%** prefer to use digital channels to communicate with HCPs and brands<sup>2</sup>

## Rising utilization management requirements are impacting patient access

- **75% new-to-brand patients** attempting to fill a new brand are unsuccessful<sup>3</sup>
- **97% of HCPs** report patient care delays or denials due to PA requirements<sup>4</sup>
- PBM organizations plan to use price negotiations and UM to reduce spending by consumers and plan sponsors by **>\$1 trillion through 2029**<sup>12</sup>

## An evolving pharmacy landscape is fueling the need for digital innovation

- Large retail pharmacy chains are struggling and **closing thousands of stores** leaving significant gaps in patient access<sup>5</sup>
- About **6 out of 10 retail pharmacy mobile app** users report using an app to manage prescription refills<sup>13</sup>
- The global market for ePharmacies is forecast to grow from **\$60B in 2021 to \$256B by 2030**<sup>6</sup>

## Growing out-of-pocket costs are diminishing affordability

- **90% of covered employees** are in a plan with tiered cost sharing for prescription<sup>8</sup>
- Many specialty-lite therapies and biologics are designated as **fourth-tier drugs**, which require higher cost-sharing obligations<sup>8</sup>
- **Over half of private-sector workers** are enrolled in high deductible health plans<sup>14</sup>
- **Patients abandoned 94 million prescriptions** in 2022 with increasing frequency as out-of-pocket grew<sup>7</sup>

# The Solution: An Integrated Digital Hub Designed To Maximize Coverage And Adherence

The retail and specialty-lite prescription access journey is still often highly labor intensive. Insufficient visibility into a slow and complicated process leaves patients and healthcare practices frustrated and disengaged. A digital hub that integrates into patients' lives and providers' workflows can mitigate access challenges in today's complex ecosystem by leveraging technology to automate key steps in the journey.

## Traditional vs Digital Approach to Supporting Access

	Traditional Hub	Specialty Pharmacy	Digital Pharmacy	Digital Hub
<b>Prescribing &amp; enrollment</b>	<p>HCP sends prescriptions to the patient's pharmacy.</p> <p>HCP may complete a printed enrollment form from the brand website and fax it to the hub provider.</p>	<p>HCP sends prescriptions to the specialty pharmacy.</p> <p>Enrollment is typically a manual process completed by the HCP or pharmacist, extending the time to first fill.</p>	<p>HCP prescribes electronically on the digital pharmacy's website.</p> <p>Enrollment is a separate process involving forms accessed on the brand's website by the HCP or pharmacist.</p>	<p>HCP prescribes brands electronically within the EHR.</p> <p>Patients can enroll in the hub immediately via text.</p>
<b>Access &amp; coverage</b>	<p>Benefits verification done by phone.</p> <p>Hub calls HCP to complete a PA form and faxes it to the payer.</p>	<p>Benefits verification is done by phone or automated.</p> <p>Plan contract gaps outside of national plans limit coverage.</p> <p>Manual PA process results in low submission and approval rates.</p>	<p>Typically uses a central fill model, which limits access to contracted plans, decreasing coverage potential.</p> <p>Limited PA support results in low approval rates and incentivizes high manufacturer coupon usage.</p>	<p>Benefits verification is done electronically in real time at the point of care.</p> <p>PA form is automated, extracting necessary patient information from the EHR.</p>

# The Solution: An Integrated Digital Hub Designed To Maximize Coverage And Adherence

## Traditional vs Digital Approach to Supporting Access

	Traditional Hub	Specialty Pharmacy	Digital Pharmacy	Digital Hub
<b>Affordability</b>	<p>Eligibility for copay assistance is determined via paper and fax process.</p> <p>Patient discovers OOP at the pharmacy.</p>	<p>Lower reimbursement rates incentivize manufacturer coupon overutilization, negatively impacting GTN.</p> <p>Patient discovers OOP at the pharmacy.</p>	<p>Eligibility for copay assistance is determined via paper and fax process; however, patients are informed of OOP when benefits investigation is complete.</p>	<p>Hub informs patients of OOP cost when digital benefits investigation and copay assistance eligibility is complete.</p>
<b>Dispensing</b>	<p>Specialty or digital pharmacy applies any copay assistance and dispenses or mails medication to patients.</p>	<p>Specialty pharmacy applies any copay assistance and dispenses or mails medication to patients.</p>	<p>Digital pharmacy applies copay assistance and mails medication to patients.</p>	<p>Hub pharmacy partner applies appropriate copay program, collects digital payment, and ships prescription to patient</p> <p>Patient is kept informed of prescription status throughout the journey.</p>
<b>Refill &amp; adherence</b>	<p>Call center is utilized for adherence support and refill reminders.</p>	<p>Variable refill process translates into moderate/low refill adherence.</p>	<p>Simplified refill process translates into moderate refill adherence.</p>	<p>Digital communications based on the patient's preferences are utilized for adherence support and refills.</p>

# The Strategy: A Metrics-Driven Approach To Improving Brand Performance

To realize a digital hub's full potential and maximize its impact on brand outcomes, manufacturers should continuously monitor and analyze key performance indicators (KPIs) to determine how well the hub improves patient access and brand economics. A metrics-driven approach to inform strategic decision-making, paired with a commitment to mobilizing internal resources with real-time data to achieve the desired outcomes, will steer the brand in the right direction. At Phil, we've defined five specific success factors to maximize the impact of our digital hub:

**These success factors are built on the following pillars:**

The hub should create value for all stakeholders in the prescription journey - patients, healthcare providers, manufacturer field teams, and manufacturer brand teams

Monitoring program performance at the provider and territory level is critical to scale performance nationally

Coverage at the pharmacy is critical to long-term brand success in this era of utilization management

# The Execution: Monitor Hub Success Factor Performance By Territory

Field teams play an essential role in ensuring that meaningful script volume is sent through the hub, with the ultimate goal of getting patients started on and adhering to their therapy while maximizing covered dispenses. Because performance across territories can be inconsistent, the best approach is to use defined success factors to determine what is happening at the territory level. The visibility gained from territory analysis enables field teams to be more strategic in promoting the brand, identifying opportunities to get more patients started on the therapy quickly and affordably.

## Territory performance monitoring goals:

- Develop benchmarks to rank regions and territories based on performance
- Spotlight areas of opportunity to influence key success factors
- Take strategic action to improve territory performance
- Operationalize goal alignment across the organization

## PhilRx uses territory-level data reporting to identify areas of opportunity for manufacturer field teams:

Success Factors:	1 Volume/ Field Adoption	2 Script Quality/ HCP Education	3 Patient Education	4 Prescriber Engagement	5 Payer Response
Territory	Total NRx	% NRx w/ Correct Info	% Patient Enrollment Rate	% PAs Submitted	% PA / Appeals Approved
PA, Harrisburg	73	66%	86%	80%	73%
PA, Scranton	62	85%	92%	90%	83%
PA, Pittsburgh	46	84%	70%	90%	61%
CT, Danbury	26	54%	75%	60%	67%
NY, Syracuse	25	60%	88%	70%	43%
Total	386	68%	83%	81%	71%

# Hub Program Excellence: Five Key Success Factors

## Digital Hub Success Factor #1: Field and Provider Adoption

Payer restrictions create time-consuming tasks for providers that can adversely impact patient access to branded retail and specialty-lite therapies. Life sciences manufacturers can provide immense value to healthcare practices by offering digital hub solutions that help them manage the complexities of patient access. However, if the field team isn't consistently selling the benefits of the hub, their providers will not be knowledgeable enough to adopt the program.

- **60% of HCPs** consider digital tools from drug manufacturers important to support patient education and provide physician support.<sup>15</sup>
- **2 out of 3 physicians** surveyed want more information about patient support from sales reps<sup>16</sup>

### The result?

- Prescribers lose confidence in the brand as patients are not able to start and stay on the therapy easily
- Low prescription volume through the hub negatively impacts GTN

### To mitigate these outcomes, manufacturers should take the following steps:

- 1 Educate their field team and provide resources on how to drive strong hub program adoption
- 2 Ensure the field team's incentives are aligned with hub adoption vs. script generation alone
- 3 Track adoption rates at the territory level to intervene with targeted training

# Hub Program Excellence: Five Key Success Factors

## Tracking field and HCP adoption

The PhilRx program provides selling tools to promote the hub to HCPs and territory-by-territory performance data on how effectively the field team is working to drive prescriptions to the hub.

Territory	NRx	% Change	# of Doctors
Atlanta West, GA	112	-4%	23
Portland East, OR	92	136%	29
Atlanta South, GA	66	50%	25
New Orleans, LA	56	155%	15
Philadelphia, PA	49	63%	23
Houston East, TX	47	-19%	27
Southern, NJ	41	-16%	23
Lafayette, LA	41	32%	22
Seattle North, WA	36	85%	19

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Get your patients on therapy quickly at the lowest possible copay with minimal effort for your practice, using PhilRx.

**Why prescribe with PhilRx?**

- It's easy: prescribe via EMR, no hub forms or app/software to download!
- Reimbursement support during the prior authorization process and beyond
- Visibility into the patient prescription journey via fax or email summaries

**How it works**

**01. Send the Rx to PhilRx, and let your patient know to expect a text within minutes:**

- Search "PhilRx" in the EMR's retail pharmacy finder
- If you are having trouble locating PhilRx in the EMR:
  - Search by phone number: **855.977.0975**
  - Search by NPI: **1487163598**
  - Search by address: 150 E Campus View Blvd, Suite 210, Columbus OH 43235
- You can also send an Rx via Phone or Fax:
  - Phone: **855.977.0975**, option 1
  - Fax: **888.975.0603**
- To minimize callbacks, include:
  - Patient phone number, chart notes, prior tried/failed and ICD-10 in the Rx note to pharmacist

**02. Submit Prior Auth when Required**

PhilRx will pre-populate PA form and fax you the CMM key to submit

**03. Review Weekly Patient Journey Report via Fax or Email**

Report includes successful dispenses, pending patient enrollment or payment, PA submissions needed, etc.

# Hub Program Excellence: Five Key Success Factors

## Digital Hub Success Factor #2: Patient Education

Despite manufacturers' significant investments to support patient access to their brands, most struggle with inadequate adoption of their hub programs. Lack of awareness is a major contributor to poor hub enrollment, which leads to lower coverage and adherence levels and, ultimately, undermines a brand's commercial success. Patient enrollments drive overall pull-through, so educating patients on the 'why' and 'how-to' enroll in the digital hub is critical.

**According to a recent patient survey<sup>17</sup>:**

**59%**

have little or no knowledge of the medication support programs available

**61%**

do not see much value in patient support programs

**55%**

want to learn about support programs from their doctors

**Strategies to boost patient enrollments:**

- 1 Integrate patient-facing hub education into the brand's digital assets
- 2 Equip healthcare providers with handouts to give to patients when prescribing through the digital hub
- 3 Structure the support program so that the lowest OOP cost is only available through the digital hub

# Hub Program Excellence: Five Key Success Factors

## Tracking patient education

The PhilRx program offers patient-facing educational resources to promote hub enrollment. It also tracks hub enrollment rates to measure effectiveness of patient education at the territory and provider level.

Territory	NRx	% Change
Atlanta West, GA	75%	-4%
Portland East, OR	85%	-
Atlanta South, GA	68%	-6%
New Orleans, LA	95%	+5%
Philadelphia, PA	78%	-2%
Houston East, TX	92%	+2%
Southern, NJ	74%	-14%
Lafayette, LA	87%	-3%
Seattle North, WA	94%	+4%

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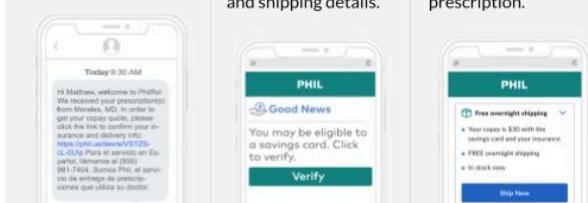
PhilRx is a free pharmacy service that provides you with quick and affordable access to your medications.

- ✓ Lowest price available through our copay assistance program
- ✓ Fast & free prescription delivery right to your door
- ✓ Online and phone support to help you manage your prescriptions

Getting your prescriptions through PhilRx is simple. All you need to do is follow the steps below - no app required!

**How it works**

01. Click the link we text you to enroll—it only takes two minutes
02. After we verify your copay, you will be asked to confirm your payment info and shipping details.
03. Once confirmed, you will receive a text with a shipment link so you can track your prescription.



# Hub Program Excellence: Five Key Success Factors

## Digital Hub Success Factor #3: Script Quality

When prescribing a retail or specialty-lite therapy, providers should be able to accelerate treatment initiation by sending the script directly to the hub. However, there are typically specific requirements to meet before a health plan covers an expensive branded therapy, so submitting the wrong – or omitting – information holds up a prescription from the get-go. Ensuring script information is complete and accurate is the first step to a smooth medication access experience for patients and providers, and is crucial to ensuring the highest rates of coverage at the pharmacy.

**64%**  
of HCPs

report that it is somewhat or extremely difficult to determine whether a prescription requires prior authorization<sup>18</sup>

**3 out of 4 HCPs**

HCPs choose a different treatment when they encounter a barrier to prescribing a specialty or specialty-lite therapy<sup>19</sup>

# Hub Program Excellence: Five Key Success Factors

## Proven ways to ensure quality scripts:

- 1 Digital hub is set up pre-populate required forms with available clinical information
- 2 Hub monitors real-time reimbursement data and engages prescribers to include the information needed by the health plan for coverage
- 3 Field teams are equipped to provide detailed coverage requirements to providers

## Tracking script quality

PhilRx monitors script quality based on the presence or absence of key information required by payers for coverage, enabling field teams to have more insight into why covered scripts may be lagging in some territories.

Territory	% Missing Script Info	% Missing ICD-10	% Missing Sig
Hartford West, CT	2%	1%	1%
West Palm, FL	10%	6%	4%
Atlanta West, GA	8%	3%	5%
Irvine, CA	1%	0%	1%
Oklahoma, OK	5%	2%	3%
New Haven, CT	3%	1%	2%

# Hub Program Excellence: Five Key Success Factors

## Digital Hub Success Factor #4: Prescriber Engagement

Growing drug utilization requirements, particularly prior authorizations, play a significant role in prescription decisions. Whether or not providers choose to prescribe a retail or specialty-lite therapy, and engage in what can be an arduous approval process, directly impacts a brand's chances for ideal formulary placement and higher rates of covered prescription fulfillment. A digital hub can go a long way toward streamlining the prior authorization process; additionally, the field team is instrumental in driving PA submissions through the hub.

**72%** of  
physicians

identify PAs as one of the biggest workflow issues to be solved with technological solutions.<sup>20</sup>

**80%**  
of HCPS

refrain from prescribing certain medications over half the time because of UM<sup>3</sup>

# Hub Program Excellence: Five Key Success Factors

## Strategies to improve HCP engagement in the PA process:

- 1 Compliantly integrate real-time PA data into field team workflows
- 2 Monitor high-volume prescriber engagement
- 3 Improve PA submissions to get more patients filling covered dispenses

## Tracking prescriber engagement

PhilRx provides territory-by-territory data on the level of provider engagement in the PA process. With insight into how often prescribers are completing the actions required to secure coverage, such as PAs, appeals, and exceptions, field teams can take strategic steps to influence brand outcomes.

Prescriber	Weekly NRx	Enrollment	PA Submissions
Lauren Murray	150	90%	100%
Liz Brenner	100	83%	98%
Kim Marshall	78	84%	82%
Robert Hunter	62	100%	75%
Ashley Sbarro	43	100%	75%
Monica Lopez	42	70%	92%
Shaheen Jacob	36	65%	95%
Guillermo Diaz	25	94%	93%
Rebecca Ella	10	76%	79%
Lowell Ku	16	88%	80%

# Hub Program Excellence: Five Key Success Factors

## Digital Hub Success Factor #5: Payer Response

A lack of transparency around the criteria for obtaining coverage for retail and specialty-lite brands is a significant source of frustration for providers. Each insurance company has its own coverage criteria, which often differ between plans within a specific payer and the coverage rules are also subject to change at various times. Manufacturers can address this challenge with data about how payers respond to their brands.

**24%**  
of HCPS

do not trust information on PA requirements<sup>19</sup>

**74%** of  
physicians

find that PA criteria are only sometimes, rarely, or never based on evidence-based medicine or guidelines from national medical specialty societies<sup>21</sup>

**1 out of 5**  
health plans

for companies with 500 or more employees recently changed their formularies to delay the inclusion of new high-cost drug therapies until they are proven effective<sup>8</sup>

### Visibility into payer response helps brand teams:

- 1 Ensure payers are complying with the brand's contractual obligations
- 2 Keep prescribers updated on coverage requirements
- 3 Gain better understanding of PA determination timing and denial reasons

# Customer Success Snapshot: Mid-Cycle Ophthalmology Brand Accelerates Adoption

## Challenge & Solution

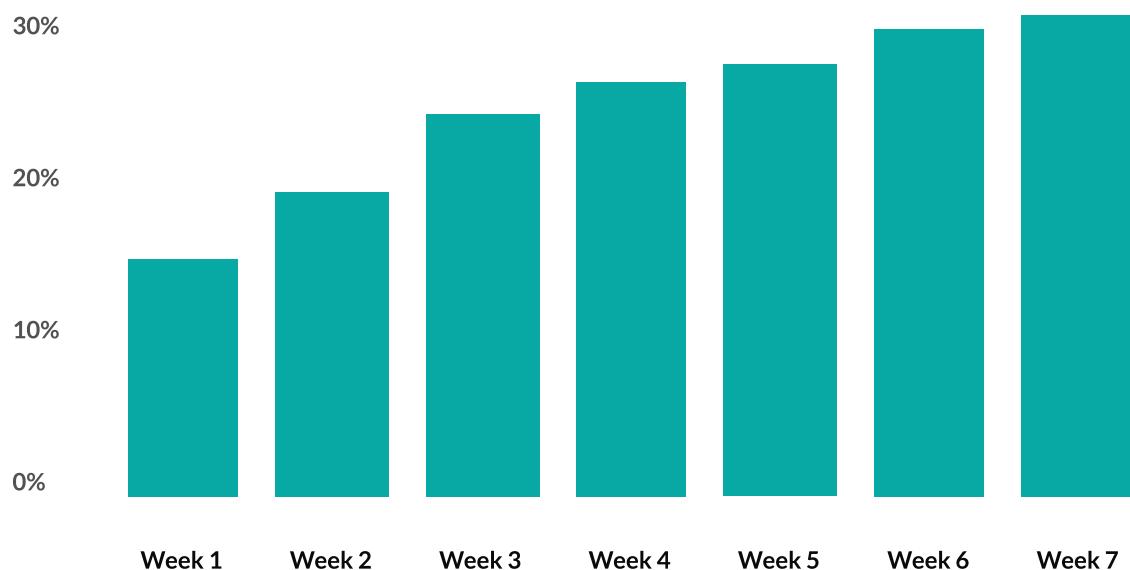
A mid-cycle ophthalmology branded therapy for a chronic condition struggled to convert its hard-earned formulary placement into covered dispenses at the pharmacy. There was also suboptimal refill adherence after the initial fill. The brand partnered with Phil to integrate the PhilRx Digital Hub to boost covered dispenses, increase total prescription volume, and improve visibility into the prescription journey.

## The Results

### Field Team Alignment Results in High Adoption

30% of high volume ophthalmology brand NRx share in less than 2 months

**% of NRx sent to PhilRx Channel**



# Ready To Master Hub Excellence For Your Brand?

The PhilRx Digital Hub offers an alternative channel solution to help retail and specialty-lite brands drive patient access, unlock coverage, and maximize reimbursement without compromising gross-to-net. The Phil team's consultative approach uses real-time insights to provide strategic recommendations and visibility across the prescription journey. By leveraging PhilRx, life sciences companies can put these strategies into action, maximizing the adoption of support services to effectively drive patient outcomes, provider engagement, and brand performance.

**Watch our intro video to see PhilRx in action**



**Learn more by  
booking a demo at  
[www.phil.us/demo](http://www.phil.us/demo)**



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