



Specialty Product Launches

Utilizing Data to Assess and Optimize the Patient Journey

valuecentric

Specialty Launch Objectives

- 📦 Ensure patients have access to your drug
- 📦 Actionable intelligence for all stakeholders

Answer the following questions to accomplish your goal:

What data is the right data for your launch?

Identify KPI metrics to monitor SPs and track patients/services

Where do you get the data to support your KPIs?

Understand available sources along with limitations of each source

How do you maximize the value of the data?

- Apply quality criteria and MDM to ensure accuracy and consistency
- Tips on how to monitor data/metrics to ensure optimal patient access



Data is Key to Be Able to:

Monitor Specialty Providers

Track Patients & Services

Measure Product Performance

1. What Data is Necessary?



KPI Selection



KPI SELECTION

Distribution Metrics

- Service Levels (Contract Adherence)
- Inventory
- Sales
- Days of Supply
- Prescription/Buy + Bill vs Shipment Reconciliation

Specialty Pharmacy Metrics

- TRx/NRx
- Medication Orders
- Fill Rate
- Patient counts by HCP
- Service Level/Adherence to Contract

Patient Access Metrics

- Time to First Fill:
- Enrollment
 - Prior Authorization
 - Benefit Verification
 - Copay Assistance
 - Training





KPI SELECTION

(continued)

Patient Adherence Metrics

- Time on Therapy
- MPR
- Therapy Gap Days
- Reject (payer declined)
- Reversals (script filled, no pickup)

Data Quality

- TRx/NRx
- Medication Orders
- Fill Rate
- Patient counts by HCP
- Data Timeliness
- Fulfilling Contract Requirements

Custom KPIs

- Adverse Events
- REMS Requirements
- Copay card/Effectiveness



2. How to Get the Data



Specialty Data Services



Trend: Manufacturers are contracting with new sources of data and depending less on syndicated data

DATA SOURCES

Beyond Syndicated Data



DATA TYPE:

**Ex-factory Sales
& Inventory**

Pharmacy Sales

Pharmacy Rx

SOURCE:

- Manufacturer/3PL
- Specialty Distributor
- Wholesaler

- Specialty Pharmacy
- Non-Retail
- Retail

- Specialty Pharmacy
- Retail
- GPO

DATA SOURCES

Beyond Syndicated Data
(continued)



DATA TYPE:

Case Management

Medical

SOURCE:

- Specialty Pharmacy
- HUB
- Copay Card Vendor
- Call Center

- Hospital
- Labs
- GPO
- EMR

 **TIP:**

Understand each data type along with limitations of each data source.

Establish contracts with each data supplier that ensure proper data requirements needed to support your KPIs - this includes quality requirements!

3. What to Do With Your Data



- Quality Criteria
- Master Data Management
- Ensure Optimal Patient Access

Examples of Quality Criteria:

Duplicates,
missing,
incorrect
format

Sell-in vs.
dispensed
out

Overlapping
patient
therapy
dates and
supply

Insufficient
plan
information

Invalid
diagnosis/
dosing
combination

Lengthy
patient
conversion
from referral
to fill

Data Quality criteria should be comprehensive, but not too restrictive



Master Data Management is critical to ensure data accuracy.

Example 1:

Dr. Smith works as part of the Goshen Family Practice, which is affiliated with Main Line Healthcare (Physician Network), which is part of the Main Line Health System (consists of 4 different hospitals)



Goshen Family Practice



Main Line Healthcare



Main Line Health System

MDM ensures physician affiliations are reported (i.e. group practices, hospitals, etc.) for comprehensive reporting

Example 2:

Quality Healthcare Partners (the payer) has many plans, one of which is "Quality Health New York". Within Quality Health New York, there are various plan model types – including Medicare and Commercial



MDM ensures payer/plan influences are accurately represented for analysis of claims and pinpointing potential reimbursement problem areas



Tips to Ensure Optimal Patient Access

1

Start early: align your data strategy and distribution model to optimize access

2

Be diligent in your focus on market access for your product; be prepared to adapt to the changing marketplace

3

Identify available data sources to support all stakeholders; understand the value and limitations of each data source, and ensure specific data requirements are contracted for

4

Establish KPIs to monitor specialty providers, product performance, and the patient journey; ensure that contracted data supports these KPIs



Tips to Ensure Optimal Patient Access

(continued)

5

Adopt comprehensive quality criteria for your data; ensure a common understanding of QC criteria with data providers

6

Investigate opportunities to enhance usability of data through MDM, validating key identifiers on data sources

7

Utilize data from all specialty providers to assess and optimize the channel and patient journey



ValueCentric is a trusted partner in



Specialty Launch and Contracting Solutions

Our knowledgeable team:

- Assists with KPI identification
- Helps with contract development
 - Including SP and HUB selection, ensuring data completeness, patient statuses, and PHI
- Provides data aggregation and analytic services



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