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

<table>
<thead>
<tr>
<th>Distribution Metrics</th>
<th>Specialty Pharmacy Metrics</th>
<th>Patient Access Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Levels (Contract Adherence)</td>
<td>TRx/NRx</td>
<td>Time to First Fill:</td>
</tr>
<tr>
<td>Inventory</td>
<td>Medication Orders</td>
<td>• Enrollment</td>
</tr>
<tr>
<td>Sales</td>
<td>Fill Rate</td>
<td>• Prior Authorization</td>
</tr>
<tr>
<td>Days of Supply</td>
<td>Patient counts by HCP</td>
<td>• Benefit Verification</td>
</tr>
<tr>
<td>Prescription/Buy + Bill vs Shipment Reconciliation</td>
<td>Service Level/Adherence to Contract</td>
<td>• Copay Assistance</td>
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<tr>
<td></td>
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<td>• Training</td>
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</table>
## KPI Selection (continued)

<table>
<thead>
<tr>
<th>Patient Adherence Metrics</th>
<th>Data Quality</th>
<th>Custom KPIs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time on Therapy</td>
<td>TRx/NRx</td>
<td>Adverse Events</td>
</tr>
<tr>
<td>MPR</td>
<td>Medication Orders</td>
<td>REMS Requirements</td>
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<tr>
<td>Therapy Gap Days</td>
<td>Fill Rate</td>
<td>Copay card/Effectiveness</td>
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<tr>
<td>Reject (payer declined)</td>
<td>Patient counts by HCP</td>
<td></td>
</tr>
<tr>
<td>Reversals (script filled, no pickup)</td>
<td>Data Timeliness</td>
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<td></td>
<td>Fulfilling Contract Requirements</td>
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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
- Manufacturer/3PL
- Specialty Distributor
- Wholesaler

DATA TYPE: Pharmacy Sales
- Specialty Pharmacy
- Non-Retail
- Retail

DATA TYPE: Pharmacy Rx
- Specialty Pharmacy
- Retail
- GPO
DATA SOURCES
Beyond Syndicated Data (continued)

DATA TYPE:
- Case Management
  - Specialty Pharmacy
  - HUB
  - Copay Card Vendor
  - Call Center
- Medical
  - 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)

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
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

Contact Us Today:
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