

CASE STUDY

Aligning on affordability program cost exposure at launch



Overview

Client: Oncology manufacturer launching a new infused therapy

Situational Context: Product approval/launch expected in a year and the patient services group needed to develop a cost forecast for their anticipated access, affordability, and adherence programs and provide the corresponding assumptions and rationale

Topics: PSP strategy, affordability/access programs, cost modeling, forecasting



Client Testimonial

"The cost modeling and forecast was very robust, and the consolidated presentation made it easy to explain to marketing and finance what we could expect and why"

- Patient Services Director



Client Challenges

A large pharmaceutical company is looking to understand the costs of providing a robust patient support experience for one of their oncology brands that will help them forecast future budgets



Project Objectives

Goal: Analyze & model how to best support the financial needs of patients seeking access to therapy as it relates to the patient assistance program (PAP), Medicare Advantage, copay, biomarker testing, side effect management, and gaps addressed by providing starter and bridge therapy



Project Approach



Analyzed
Competitor
Analogs



Developed
Financial
Models



Forecasted
Cost Impacts



Outcomes

Robust and Interactive Models

Multiple interactive financial models delivered that can be updated and adjusted as new insights are discovered over the launch preparation timeline

Financial Assistance Knowledge

Team gained industry and financial support knowledge that can be leveraged in the future across multiple brands

Leadership Peace-of-Mind

Strong rationale and analogs provided in a concise executive summary for leadership understanding & approval