

# Streamlining access for patients with an acute complex condition

## Situation

Based on positive clinical trial results, an emerging biotech company set out to identify the right channel strategy and partner in anticipation of FDA approval for their therapy used to treat a rare blood disorder.

## Key challenges

This life-threatening condition is associated with high mortality rates and requires rapid access to care. The new therapy is administered in two different ways across two settings — first, intravenously in the hospital setting, prior to plasma exchange. Next, through subcutaneous injection after the patient returns home.

Given the acute nature of the condition and complex administration, **rapid access to therapy and careful coordination across all stakeholders is critical.** The biotech company needed a tailored distribution model that could address the diverse needs of the patient, prescriber and payer and position their company for long-term commercial success.



### Patient needs

- Rapid access to therapy
- Seamless care coordination, particularly between the hospital care team and specialty pharmacy as the patient is discharged and returns home
- Support to navigate and secure financial assistance as needed
- Ongoing clinical support and counseling



### Prescriber needs

- Information about indication, clinical profile and how to prescribe
- Visibility into ongoing prescription status to ensure patient access and adherence
- Clinical notes from the pharmacy care team partnering to ensure self-administered therapy success



### Payer needs

- Pre- and post-launch engagement to mitigate prior authorization challenges



### Biopharma needs

- Program design to address access and care coordination challenges
- Visibility into prescription status along patient journey, particularly pending patients

*Biologics by McKesson partnered with the biotech company leveraging its innovative **PharmacyElite™** program design to build a tailored solution that addresses the needs of all stakeholders.*

The biotech company awarded  
Biologics by McKesson  
**exclusive access**  
to the therapy based on an  
integrated program design.

## Approach

Biologics by McKesson partnered with the biotech company leveraging its innovative **PharmacyElite™** program design to build a tailored solution that addresses the needs of all stakeholders. Key components include:

### Multi-disciplinary specialty pharmacy team

With over 25 years' experience delivering coordinated, high-touch specialty pharmacy solutions, the Biologics by McKesson team offers:

- Industry-leading experience with highly limited and exclusive distribution networks
- Dedicated, hematology-specific pharmacy and nurse clinicians and care team
- Highly coordinated care across the home and hospital setting
- Established payer relationships
- Responsive, daily program management
- Consistent business intelligence across the patient journey

### Enhanced patient access services

To ensure rapid access to therapy, a team of patient access specialists with expertise in patient assistance eligibility and enrollment services (PAP, QuickStart and Bridge), co-pay support, pharmacy triage and in-office dispensing support were incorporated in the program design. This team delivers enhanced patient access services scaled to the needs of the small patient population and a highly limited distribution network.

Specialty pharmacy and patient access teams are co-located, with distinct and firewalled operations and systems. This separate but highly aligned approach allows for consistent training and boosts collaboration, communication and teamwork to streamline provider and patient interactions and increase speed to fill.

## Outcome

The biotech company awarded Biologics by McKesson exclusive access to the therapy based on an integrated program design that provides:



### Better patient outcomes

through consistent, high-touch communication and care



### Positive patient and prescriber experiences

through a cohesive, one-directional referral workflow that reduces time to first fill



### Cost-effective, comprehensive patient access services

with a single point of contact for program management and oversight for the biopharma company

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## Learn more today

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