

Case Study



Sharing a Platform Vision for Launch Success



Lack of Foundational Support Impacting Launch Readiness

Background

Our customer, a fast-growing global specialty pharmaceutical manufacturer, was recently looking to introduce a novel therapy into the crowded, competitive, and retail-oriented dermatology market. They were targeting a large population and needed to support retail network design and as well as commercial and government contracting strategies. Despite their aggressive efforts, the VP of Finance confided that they always had a feeling of being 2 to 3 months behind readiness for launch. They were looking for more than another vendor. They were looking for a partner who could get their organization ready for launch and assume some of the operational workload, thus enabling their limited teams to focus on their core capability: delivering a world-class dermatology treatment.

Challenges

During our discussions, the management team shared more of their specific concerns including:

- Limited resources, capital, and time to build-out a commercialization organization, thereby necessitating a managed service solution
- Lack of a contract operations “back-office” capability that could ensure timely contracts with the various Government program agencies and also adhere to complex Government Pricing (GP) compliance
- No solution and/or partner in place to support their future product launches and potential acquisition strategy
- Complexity of government pricing calculations and need to collaborate with legal counsel
- Readiness to staff and execute on complex gross-to-net (GTN) calculations

With a launch only 16-20 weeks away, the team had legitimate concerns about Day 1 readiness.

The Solution

In the process of identifying potential vendors, the VP of Finance chose to reach out to IntegriChain, who he had worked with at prior pharmaceutical companies and had

previously established a level of trust. The customer knew that they shared a common, innovative vision around a single platform to address all of their market access challenges. As a result, the customer decided to leverage the following solutions from IntegriChain for their launch readiness success. Their initial primary focus was addressing their “back-office” operations including:

- **Launch Readiness Advisory Services:** IntegriChain professional services team helped lay out a roadmap to launch success, detailing all of the different processes, systems, data, and integrations necessary for Day 1 readiness.
- **Government Pricing and Rebate Managed Services:** Leveraging IntegriChain’s industry-proven managed services capabilities provided the customer with instant, accurate, and scalable pricing and contracting capabilities.
- **Channel Data Aggregation:** As the pioneer in data aggregation and refinement, IntegriChain was well-suited to aggregate all of the customer’s channel data sets, including distributor sales, distributor inventory, specialty pharmacy inventory, and product returns.



However, in a very short period of time the engagement expanded to a broader offering:

- **Refined Channel Data:** This enabled the customer to leverage IntegriChain’s industry-leading data science and enrichment algorithms to achieve an end-to-end view of their direct, wholesale, and specialty distribution.

- **Inventory Analytics:** With a heavy retail channel focus, the customer leveraged this solution to realize 100% visibility to downstream inventory, from the retail pharmacy shelf to specialty, mail, and institutional channels.
- **Gross to Net Forecast:** The customer has immediate gross-to-net capabilities including robust forecasting and what-if scenario modeling.
- **Gross to Net Accruals:** Comprehensive, audit-ready tracking of all types of accruals enabling a more accurate, timely forecast.
- **State Pricing Transparency Advisory:** Our team of experts provided state by state drug WAC pricing compliance requirements and pricing actions to mitigate non-compliance penalties and negative public perception.
- **Bona Fide Services Fee Advisory:** IntegriChain experts provided both quantitative and qualitative evaluation and insights to the customer's current payer contracts in order to ensure best practices for BFSF determination in their GP calculations.

Results

The customer benefited from the collaboration with IntegriChain in several ways:

- **Level of Trust:** The two organizations were able to establish a level of trust almost immediately. This trust allowed open discussions regarding both the timing and scope of the customer's short and longer term requirements.
- **Day 1 Readiness:** The company met their launch window and were prepared to execute in all facets of their operations on Day 1.
- **Scalability:** With IntegriChain handling their contract, rebate, government pricing, gross-to-net, and state pricing transparency operations, the customer's leadership felt confident in their ability to launch new therapies and accommodate acquired businesses.
- **Focus:** The customer leadership team was able to focus on their product, leaving all of the operational details to IntegriChain. IntegriChain had positioned themselves as a seamless extension of the customer's team.
- **Confidence in Compliance.** One area of particular concern was compliance with complex government pricing and rebate regulations. IntegriChain's government pricing expertise combined with outside counsel, referred by IntegriChain, addressed the customer's concerns over GP readiness. Similarly, IntegriChain collaborated with the customer's Compliance Officer and external counsel to ensure all state pricing transparency needs were addressed. Counsel was particularly impressed

"IntegriChain's robust platform and operational capabilities have made them a great partner and seamless extension of our organization"
-VP of Finance

with IntegriChain's expertise and quality of the deliverables so much that they planned to refer IntegriChain to other customers they were working with.

- **Single Vendor.** IntegriChain was able to deliver on the “single vendor, single platform” vision. Having a partner with shared values and a shared vision of success was critical to their ongoing success of the business.
- **Proactive Channel Management.** The customer was able to proactively manage product uptake at launch and monitor key performance indicators such as days-on-hand (DOH), safety stock, and service levels.

About IntegriChain

IntegriChain delivers Life Sciences' only comprehensive data and business process platform for market access. More than 220 life science manufacturers of all size and complexity rely on IntegriChain's analytics, applications, managed services and expert advisors to power their operations and harness the value of their channel, patient and payer data. IntegriChain has played a vital role in more than 70% of product launches over the past two years including 35 first launches. For more information, please visit www.integrichain.com or ic@integrichain.com.



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