



# SPECIALTY PHARMACY DATA VALUE MANAGEMENT

UTILIZING DATA-DRIVEN INSIGHTS TO  
IMPROVE BRAND PERFORMANCE AND  
DRIVE COMMERCIAL EXCELLENCE

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# SPECIALTY PHARMACY DATA VALUE MANAGEMENT:

## UTILIZING DATA-DRIVEN INSIGHTS TO IMPROVE BRAND PERFORMANCE AND DRIVE COMMERCIAL EXCELLENCE

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### Using Specialty Pharmacy Status and Dispense Data to Map Out the Burden (Treatment, Access, and Affordability) Impacting Patients' Ability to Get Onto and Stay on Treatments

Administrative process, managed care hurdles, affordability constraints, and treatment complexity impact patient conversion and persistence to a specialty treatment -

- **Administrative Burden:** The current referral process requires patient and prescriber outreaches through complex paper forms, faxes, and phone calls to complete patient enrollment within the hub, preferred specialty pharmacy, and patient assistance programs. **Physicians and patients are likely to fatigue out of these processes quite often.**
- **Managed Care Burden:** **Unrestricted access to specialty drugs is becoming rare.** Increasingly, specialty pharmacy benefits management is focused

on utilization management to ensure rational use of expensive alternatives. Branched design, medical necessity, clinical criteria for use, and prior authorization are becoming widely prevalent within the specialty pharmacy tier. Narrow specialty pharmacy networks, brown-bagging, and white bagging requirements from payers put additional care coordination effort in the overall process.

- **Affordability Burden:** **Treatment abandonment is at an all-time high, owing to the high**



**cost of drugs and increased out of pocket expenses for patients at the point of sale\***. High deductible designs, specialty drugs carveout, coinsurance, and the use of accumulators to offset manufacturer-sponsored funding have placed an increased financial burden on patients. **Subsequently, as out-of-pocket costs increase, patients are more likely to abandon their prescriptions.**

\*Note: According to a May 2019 report titled, 'Medicine Use and Spending in the U.S.' by IQVIA, patients abandon more than 20% of new-to-brand prescriptions when the out-of-pocket cost is above \$50, and they abandon more than 50% when the cost is above \$125.

- **Treatment Complexity: Besides costs, treatment complexity is the 2nd most significant driver of nonadherence and premature cessation of drug treatments.** Significant factors affecting patient persistence and adherence to treatment include:
  - Self-injections
  - Frequency of administration
  - Dosing complexity
  - Clinical and symptomatic response (leading vs. lagging)
  - Side effects/tolerability
  - Disease awareness

## Specialty Pharmacy Data-Enabled Patient Fulfillment Journey Insights

Manufacturers contract specialty pharmacies and patient enrollment hubs to support patients across the referral to shipment continuum and patient education requirements. An important dimension of this contracted

relationship is the patient status and dispensing data provided by specialty pharmacies and hubs to the manufacturer.

Manufacturers use this data to inform insights across commercial operations to:

- Understand patient behavior and identify engagement opportunities
- Understand payers' management of therapy and its impact on prescribing behavior
- Assess specialty pharmacy performance

**The most important application is to triangulate patients in the fulfillment journey. Additionally, these datasets also inform significant bottlenecks to fulfillment and key drop-offs to patient persistence:**

- **Determine Pull-through:** The gap between generated demand and shipments can be estimated from patient status data reported by hubs, specialty pharmacies, and patient support programs.

- **Manage Conversions of New Patients:** The patient fulfillment journey provides insights into treatment initiation challenges that inform patient support strategy for optimal pull-through.
- **Payer Ability to Control Access:** Rejects, reversal, and appeal data provide an understanding of the impact of payer policies on prescribing and patient behavior – to inform market access and payer strategy.
- **Identify Patient Engagement Opportunities:** Processing windows, patient status inventories, and progression of statuses provide insights into bottlenecks and patient leakage.
- **Understand Patient Persistence:** Longitudinal patient data helps diagnose drivers of nonadherence, causes of patient withdrawal, and barriers to persistence in general. Patient drop-off insights enable

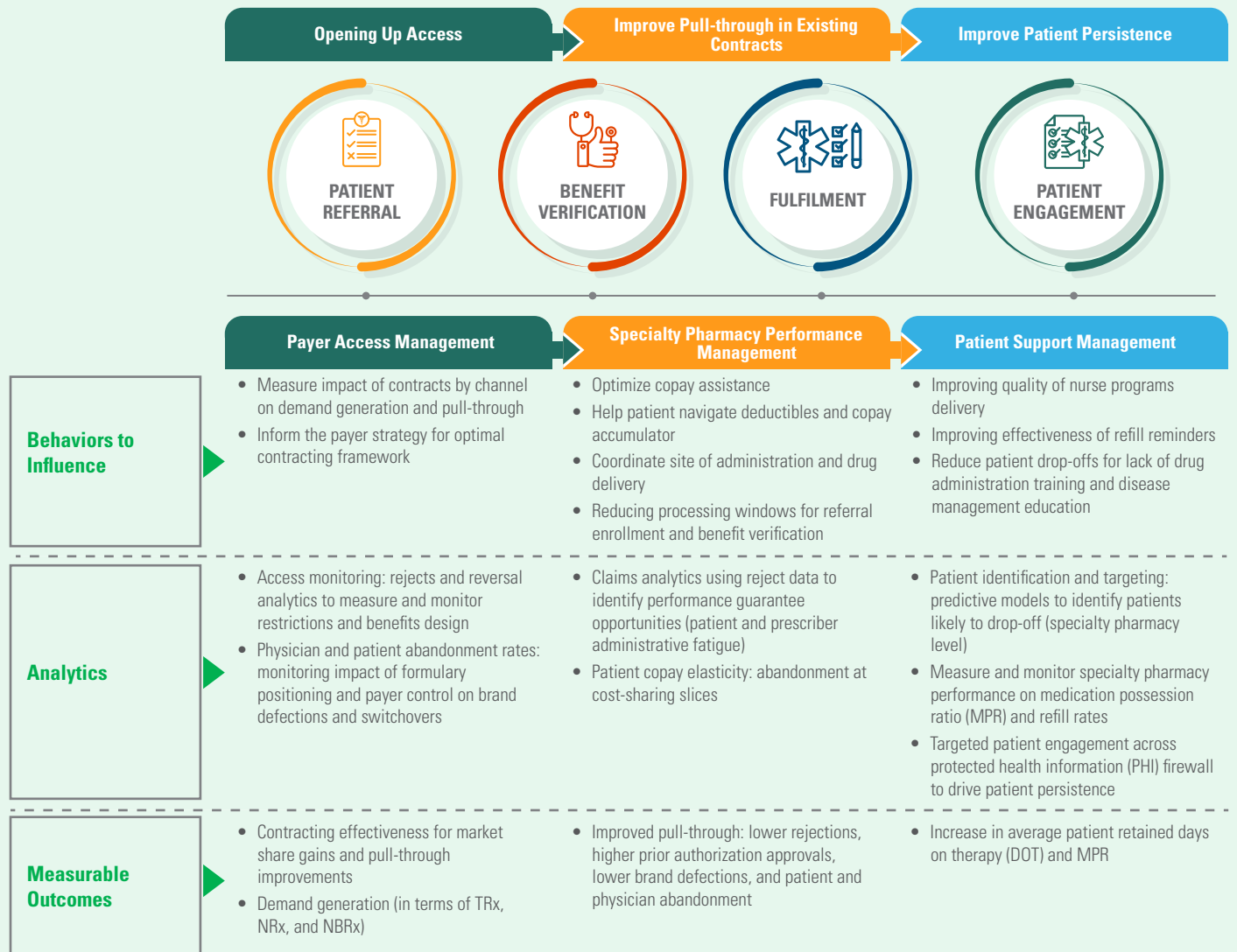
### OPERATIONALIZING SPECIALTY PHARMACY DATA

Integration of specialty pharmacy patient status and dispense datasets provide a patient 360 view capable of informing patient engagement functions as well as payer insights and field reimbursement groups:

- Specialty pharmacy referral management system data (synonymous to order management) that reports referral (patient/prescription) status and progression for insights into patient status inventories, processing windows, and critical path
- Specialty pharmacy dispense data (paid claims, reversals, rejections, and shipment data)
- Specialty pharmacy purchase, inventory, and distribution data

*Note: Scope of this article does not include distinguishing requirements of patients' journeys across different distribution models such as patient self-administered, buy-and-bill, and coordinated models (brown bagging and white bagging).*

**FIGURE 1: OPERATIONALIZING SPECIALTY PHARMACY DATA TO ENSURE PATIENT PULL-THROUGH AND PERSISTENCE**



Source: Axtria, Inc.

developing high impact interventions for enhancing persistence.

**Specialty Pharmacy Performance:**

Performance guarantees, processing windows, and patient status inventories can support benchmarking:

- Contracted hub, specialty pharmacy, and pharmacy services administrative organization (PSAO) functions, and
- The effectiveness of support provided by the ecosystem

Manufacturers invest significant resources into patient engagement strategies such as patient support,

copay assistance, and patient enrollment hub. The support provided by the ecosystem of patient services include helping with:

- Starter supply
- Copay assistance
- Prior authorization process
- Querying benefits
- Coordinating fulfillment of prescription
- Providing comprehensive disease education
- Nursing support
- Injection training
- Compliance monitoring
- Reimbursement support

Effectiveness and ROI on these resource investments depend on

engaging the patient at the right time with the right level of support.

To build an effective patient engagement strategy, manufacturers need data-driven insights on:

- Patient stewardship within multiple channels – hub, specialty pharmacy, and bridge programs
- Patient status and triangulation across fulfillment continuum
- Patient leakage and the root cause for therapy cancellations or discontinuations
- Specialty pharmacy and patient service performance guarantees and benchmarks



Specialty pharmacy data provides static mapping and reporting of the patient journey to inform patient engagement opportunities.

Predictive models can add power to these learnings. Supplementing specialty pharmacy patient journey with other datasets (social determinant of health, the patients’

reported outcomes, patients’ compliance and adherence behavior) can help identify at-risk, likely to drop-off patients and payer level effort estimates for referral conversion.

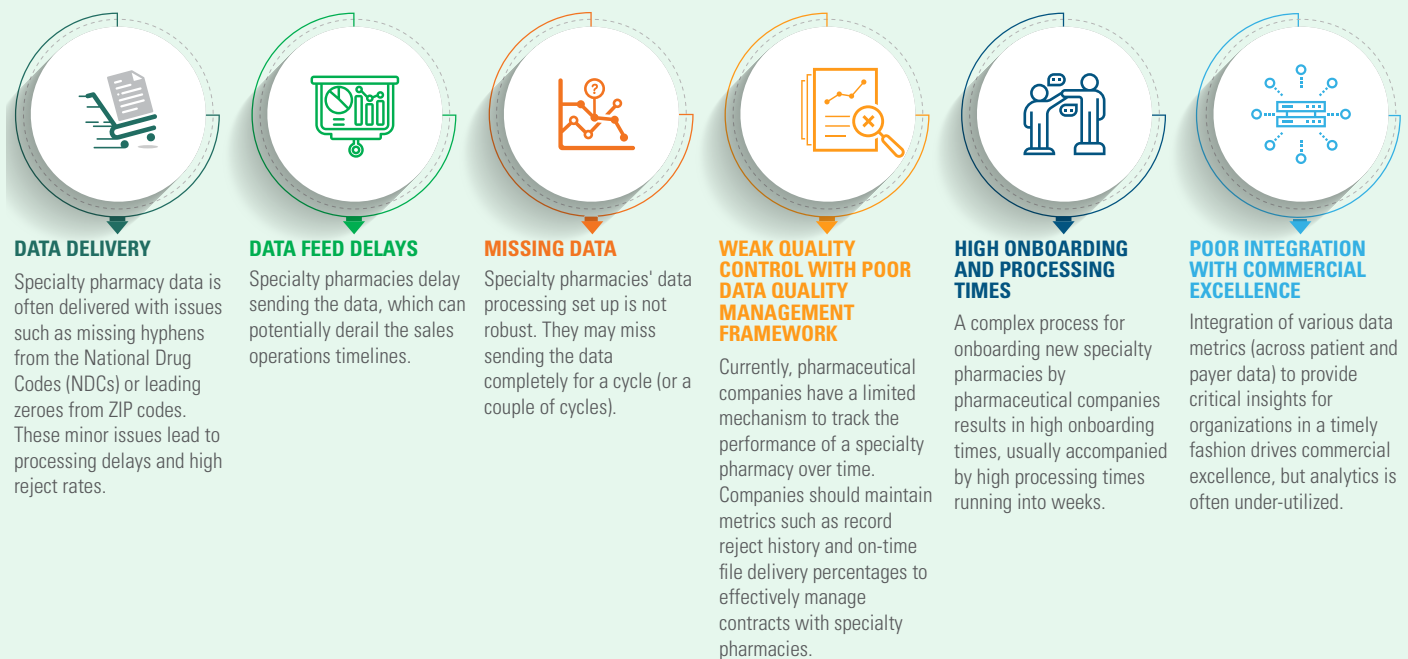
These insights guide resource allocations and support strategies that can drastically improve referral conversion at the lowest cost point

and surgical precision to patient engagement outreaches.

## Specialty Pharmacy Data Quality Remains The Number One Challenge

Data quality and hence operationalization of specialty pharmacy data remains a crucial

**FIGURE 2: SPECIALTY PHARMACY DATA QUALITY CHALLENGES**



Source: Axtria, Inc.

**issue for most pharmaceutical companies.** Specialty pharmacies are becoming major data sources, but they are not commercial data suppliers. Additionally, technology sophistication varies significantly across the different types of specialty pharmacy ownership and models.

Understandably, reported datasets lack commercial data quality. Poor quality patient-status data limits a pharmaceutical company’s ability to:

- triage patient cases
- take measures to improve the patient journey, and

- derive insights to inform patient support program design

This results in revenue leakage and operational inefficiencies for pharmaceutical companies.

## Measures to Improve Data Quality and Efficiently Operationalize Specialty Pharmacy Data

Pharmaceutical companies should follow a top-down business value-driven approach for managing specialty pharmacy data value.

**The three pillars of this approach are:**

- 1. Longitudinal Patient View:** Driving an uninterrupted view of the patient journey across demand generation and patient pull-through continuum while ensuring optimal persistence and therapy continuation.
- 2. Patient Behavior, Patient Experience, and Specialty Pharmacy Performance:** Enabling data-driven patient and specialty network engagement to ensure successful patient conversion.
- 3. Specialty Pharmacy Data Quality Management:** Developing a robust data quality management framework:

- That goes beyond technical and statistical field integrity
- Includes quality checks such as correctness of patient statuses, validated units of measure, and accurate timestamps
- Stops data defects upstream, resulting in a cleaner and analytics-ready patient status dataset

Effective data aggregation (i.e., collecting patient-level data from specialty pharmacies, deidentification, and tokenization of data) is the key to building a comprehensive patient-

level integrated specialty pharmacy dataset. Furthermore, aggregating data into a data warehouse makes the data accessible and actionable.

Finally, insights from specialty pharmacy analytics can drive commercial strategy and model design for a specialty drug.

Integrated platforms enable management of specialty pharmacy data and source to insight data supply chain, which helps operationalize specialty pharmacy data into commercial insights -

- Fine-tune patient and prescriber engagement model to optimize pull-through and persistence

- Fine-tune patient support and assistance programs
- Identify access issues and formulate market access strategy

Operationalizing specialty pharmacy data requires the help of a partner who has extensive expertise in aggregating, managing, and making data available to the end-users while maintaining a focus on the patient throughout the process. Integrated platforms that meet all the specialty pharmacy data management and reporting requirements of a pharmaceutical company are critical to ensure a specialty drug's commercial success.





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