

Effective strategies lead to client savings.

Patient services and contracting strategy yields \$350,000 in savings for client



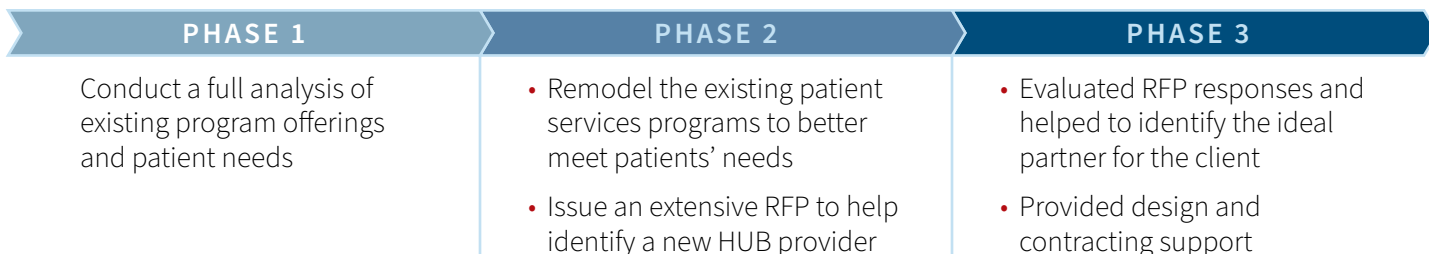
Business Situation

A pharmaceutical manufacturer with an underachieving product in the retail market needed to relaunch its drug in the specialty space and offer a full patient services program to support the drug.

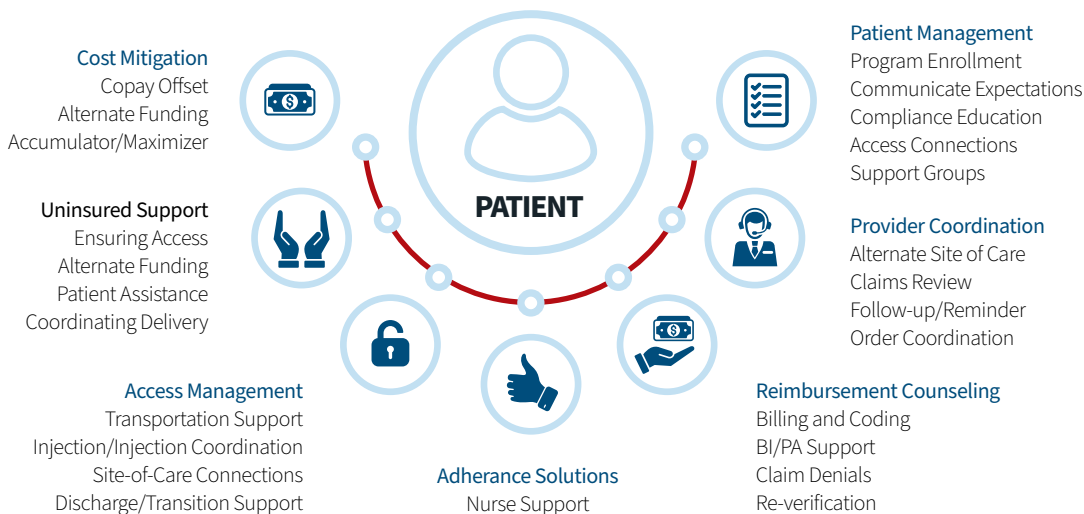
Solution

COEUS conducted a complete evaluation of the existing programs being offered and helped the manufacturer both identify program enhancements that would support its patient population and choose a new HUB provider to support the program.

The Engagement Consisted of Three Distinct Phases:



COEUS Redesigned the Client's QuickStart and Coverage Gap Programs



Results

The client benefitted from COEUS' comprehensive approach and deeply experienced team to yield the following results:

- COEUS implemented QuickStart and Coverage Gap programs that not only got patients on therapy sooner, but helped keep them there
- By assisting contract negotiations, COEUS saved the client more than \$350,000 in costs with its HUB vendor of choice