

# Optimized market growth initiative.

Comprehensive HUB, reimbursement, coding, and patient services program



## Business Situation

Our client aimed to make their new treatment formulation readily available to patients. To achieve this goal successfully, they provided healthcare professionals with comprehensive information for appropriate initiation, coding, and reimbursement in both medical and pharmacy benefit scenarios, along with pull-through materials to ensure seamless prescribing without barriers.

## Solution

COEUS evaluated account performance, feedback, and tool utilization, and concluded that swift action was necessary to leverage formulary events. We also developed a robust patient services resource that identified geographies with the potential for increased appropriate utilization.



## Results

Through the development of a long-term growth plan and robust set of pull-through activities, the client experienced significant market share growth. In Year 3, market share grew ~50% since launch.