

# Prelaunch services for a novel topical dermatology product.

Commercial coverage increases to 72%, one year after strategy optimization



## Business Situation

A pharmaceutical manufacturer with a failing 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 initially worked with the client’s finance department to analyze gross-to-net impact from denial conversion and identify trigger points for benefit reduction. Additionally, two national account directors and a contract analyst were engaged to support an Executive Director. Vendors were interviewed and selected for payer coverage, rebate processing, and pricing support. Collectively, the team created the market access contracting strategy and target accounts were selected and engaged. Lastly, copay and denial conversion strategies were created for the initial 6 months. Deliverables included:

- A payer value proposition to 100% of targets within the first 90 days
- Multiple offerings negotiated for major PBMs to provide options to plan participants
- The contract analyst also performed a payer market share by contract timeline and a sales territory overlap to show key areas to support contract implementation

## Results

The engagement was successful on several fronts. Within 12 months, both products achieved 72% commercial covered lives. Additional results included:

- First product was launched with great success and the team delivered 40% commercial access at launch
- The COVID-19 pandemic started 3 months postlaunch and although sales volume declined due to physician office closures, market access contracting continued to increase
- Virtual meetings immediately replaced face-to-face engagement and increased the frequency of touchpoints with payers

## Increased National Coverage Over 12 Months

