



Successful prescription growth program.

Prescription volume growth through a strategic pilot program

Business Situation

A client needed an assessment of the discrepancy between their anticipated prescription volume and the actual volume achieved.

Solution

- COEUS conducted a full landscape assessment to determine the client’s prescription volume, aiming to support the client by ensuring healthcare prescribers complete a prior authorization (PA) with direct prescription adjudication through the client’s virtual hub for approval, rather than routing prescriptions through retail pharmacies
- We determined that the client’s prescription volume was growing, with payer coverage standing at 65%, and recommended a strategic approach wherein the client identified the most challenging territories and conducted a pilot program for 6 to 12 months in those areas



Results

The pilot program was developed through a combination of the client’s data and COEUS’ analysis of coverage and prescription volume at the prescriber level.

- There were 6 territories included in the initial program with a plan to evaluate and potentially expand the program after 1 year
- Over the course of 3 months, COEUS collaborated with the client to recruit, interview, and onboard personnel for the program, seamlessly integrating the new team to operate as though they were the client’s own employees

After 1 year, the pilot territories experienced an increase of up to 19% in approved claims, which supported expansion of the program and resulted in the team growing from 6 to 12 territories in the second year.



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