



Playbook:

Patient Support Programs

Why it matters to you

Similar to your brand's contracting strategy, patient assistance programs can have an enormous impact on the time-to-treatment for prescribers and patients. Your ability to establish a patient assistance program strategy, especially when there are barriers to prescribing, and deploy predictive analysis around how this program will impact revenue is essential.

**LOOK INSIDE TO SEE HOW TO
DEVELOP APPROPRIATE PATIENT
SUPPORT PROGRAMS**

5 ways to deploy appropriate patient support programs

DO

Establish predictive analysis around the impact of patient assistance programs

HOW TO:

STEP 1: Understand current landscape as it exists today as well as the drivers of payer coverage.

STEP 2: Identify historical trends in your disease area and understand the impact of competitive patient support programs.

STEP 3: Pull analogs from other classes over the past year to predict potential outcomes from each patient support program type.

STEP 4: Develop a model that identifies the specific prescribers and patient population that you need to address based on access challenges.

STEP 5: Map the cost for a particular program to the expected result and develop key indicators for measuring success.

Identify where patient support programs are most needed based on plans

DO

HOW TO:

STEP 1: Understand current landscape as it exists today as well as the drivers of payer coverage across regions and channels.

STEP 2: Identify historical trends in class and how major coverage changes affect competitive positioning.

STEP 3: Pull analogs from other classes over the past year to predict potential outcomes from similar patient support programs.

STEP 4: Identify high-risk payers and PBMs that represent the biggest challenge from a contracting or new-to-market policy perspective.

STEP 5: Locate unfavorable access positions and whether or not they represent actual disadvantaged situations as compared to competitors or if these unfavorable access positions are simply at parity with your disease area.

STEP 5: Catalogue possible patient support programs and map them into specific plans based on the reason for coverage challenges.

5 ways to deploy appropriate patient support programs

DO Inform prescribers where relevant patient support programs exist

HOW TO:

STEP 1: Develop a common language to communicate common obstacles for prescribing drugs in your area.

STEP 2: Train field team around these obstacles and the patient support programs available for their prescribers.

STEP 3: Provide field team with necessary and relevant promotional materials and identify specific engagement triggers that prompt the introduction of these specific patient support programs into the conversation.

STEP 4: Inform field team on common areas of concern when it comes to prescribing your brand to prepare for physician engagements where your brand may have unfavorable access.

Create a one-size-fits-all patient support program across all populations

AVOID

AVOID Deploy and maintain patient support programs without tracking value



About MMIT

MMIT, a [Norstella](#) company, is focused on solving the “what and why” of market access, and has been a trusted, go-to-market partner to more than 1,300 biopharma and payer customers for nearly three decades. MMIT believes that patients who need life-saving treatments should not face delays because accessing drugs can be confusing. MMIT’s expert teams of clinicians, data specialists and market researchers provide clarity and confidence so that our clients can make better decisions. For more information, visit [mmitnetwork.com](https://www.mmitnetwork.com) and follow us on [LinkedIn](#).

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