

Case Study :: Increase Visibility and Maintain Control Over Products



CLIENT

Manufacturer X is a mid-size specialty pharmaceutical company. Its Product X is a Schedule 3 DEA Controlled Substance, most often prescribed following extensive surgery, chronic infection or severe trauma.

CHALLENGE

Manufacturer X wanted to increase Product X's industry visibility by moving from a specialty pharmacy model to a third-party logistics model. However, the company was unwilling to diminish control over its products, access to its patient registry or the direct-to-patient advantages it enjoyed with its previous strategy.

ACTIONS

AmerisourceBergen Specialty Group and Manufacturer X developed a master agreement to address the challenges through the Specialty Group's integrated services.

The Specialty Group worked with Manufacturer X to transition Product X to a modified third-party logistics model. In this scenario, the Specialty Group provided a number of its traditional outsourced services, including:

- > Customer service and order management
- > Order fulfillment and distribution to wholesalers and pharmacies
- > Accounts receivable management
- > Contract and chargeback management
- > Returned goods management

At the same time, the Specialty Group created and administered the patient assistance program for Product X. Program associates determined patient eligibility, maintained the patient database registry and sent applicable Product X prescriptions for fulfillment. As the preferred pharmacy for Product X's patient assistance program, the Specialty Group then dispensed the product directly to patients and managed the manufacturer's voucher program.

RESULTS

As Manufacturer X's business partner, AmerisourceBergen Specialty Group's multi-pronged solution delivered several key benefits:

- > **Increased Visibility** – By distributing Manufacturer X's products to wholesalers, pharmacies and other licensed facilities, the Specialty Group increased the manufacturer's visibility within the industry.
- > **Control over Products** – By offering real-time reporting, updated sales figures and inventory tracking, the company provided the tools for Manufacturer X to maintain effective control over its products.
- > **Direct-to-Patient Advantages** – By creating integrated patient assistance and dispensing programs, the company allowed Manufacturer X to preserve access to its patient registry and the direct-to-patient advantages of its previous strategy.

