

Enhancing Access Through Patient Assistance Program

A case study on how a tailored **PAP support**, including a **Dedicated Contact Centre** enhance access, adherence, and safety for patients



Situation

This case study represents the development and execution of a Patient Assistance Program (PAP) tailored specifically to the needs of patients. We explored the program's components, from eligibility criteria and compliance measures to adherence tracking and safety monitoring, within a framework designed to provide sustained support.

Additionally, this case study explores the creation and implementation of PAP, highlighting how its tailored design addressed the unique needs of patients while ensuring compliance and safety. Our findings illustrate how the program facilitated access to the new treatment, empowered patients through education, and set a new standard for support in neurological healthcare.

Case Overview

The recent introduction of a new neurological treatment significantly improved outcomes for patients with difficult-to-manage conditions. To support this launch, a Patient Assistance Program (PAP) was established, featuring a dedicated contact center. This center provided comprehensive support, including program enrollment, eligibility verification, educational resources, personalized follow-ups, and assistance with medication adherence and side effects.

The contact center was crucial in reducing financial burdens and offering immediate access to trained support staff for treatment management. By serving as a centralized, responsive hub, it enhanced patient engagement and ensured the safe, effective use of the new treatment.

Empowering Patients: Core Goals of PAP

The PAP aimed to support the launch by:



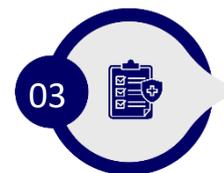
Facilitating Access to New Treatment

Providing co-pay assistance, free supplies, or discounts for the new medication.



Educating Patients

Offering resources on medication adherence and neurological condition management to complement the NDA product's launch.



Ensuring Regulatory Compliance and Patient Safety

Aligning with HIPAA and pharmacovigilance standards to safeguard patient data and monitor safety.



Tracking Program Impact

Using adherence rates, neurological condition, and patient feedback to assess the PAP's effectiveness and refine strategies.

Our Methodology: PAP Launching Support with Precision

01

Eligibility Screening for New Product Access

Our Director of Operations Strategy led the process and developed a strategy to carefully assess patients' eligibility based on financial status, diagnosis alignment, and medical need for the new treatment. This ensured that support was directed to those who would benefit most from the product.

02

Financial Models Designed for Product Launch

- ◆ **Co-Pay Assistance Card:** Offered to insured patients facing high co-payments, making the product financially accessible.
- ◆ **Free Medication Supply:** Provided to patients with significant financial need, ensuring immediate access during the critical early launch phase.
- ◆ **Discounted Medication Option:** A modest co-pay enabled patients with limited resources to sustain treatment affordably.
- ◆ **Early Replacement:** To keep patients on their targeted medication course, any products having complaints are immediately replaced for patient adherence.

03

Operational Framework

- ◆ **Dedicated Contact Centre:** A centralized contact center facilitated patient inquiries and provided critical information regarding the new treatment. This center became a trusted resource for patients and caregivers navigating the product.

- ◆ **Data Security & Compliance:** Local data storage and rigorous HIPAA compliance protocols ensured that all patient interactions remained private and secure.
- ◆ **Real-Time Reporting:** Monthly reports allowed the team to monitor trends, adherence rates, and patient satisfaction as the product reached more patients.

04

Collaboration Across Stakeholders for Seamless Launch Support

- ◆ **Pharmacies:** Partnered pharmacies provided co-pay assistance cards and discounts, streamlining access to the new product for the patients.
- ◆ **Legal and Compliance Teams:** Ensured the program met regulatory standards specific to the product launch, particularly around adverse event reporting and patient confidentiality.

05

Follow-Up and Adherence Checks

Routine follow-ups ensured adherence to the new medication, with surveys assessing neurological condition, patient satisfaction, and any challenges experienced with the product.

06

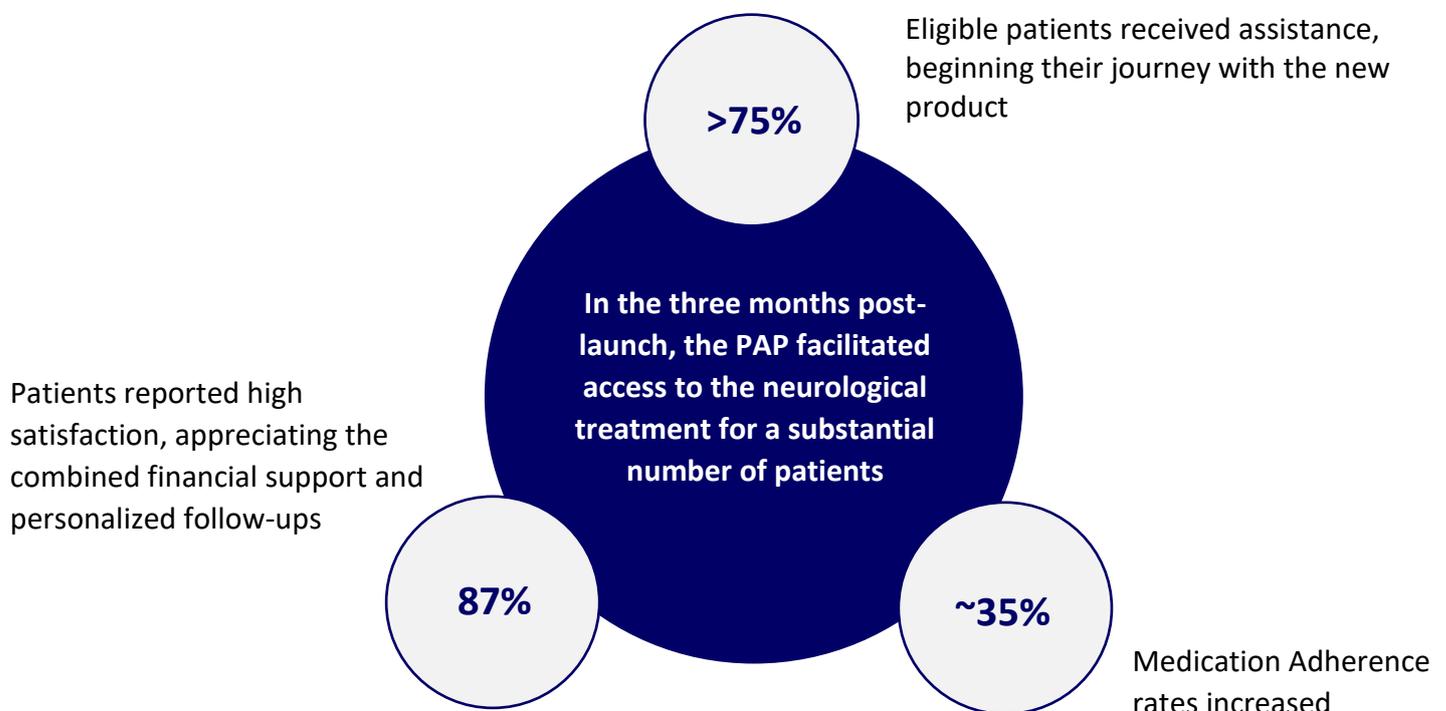
Pharmacovigilance and Adverse Event Monitoring

A structured pharmacovigilance framework enabled prompt response to adverse events, supporting the product's safety profile and providing peace of mind to new users, also early reciprocation enhanced faith in the product & company.

Challenges and Learnings

Title	Description
Resource Intensity for Launch-Phase Support	Launching the product with PAP required significant staffing and coordination to meet high patient demand
Regulatory Adaptations for New Product Compliance	Ensuring compliance with new medication-specific regulations required close collaboration with legal teams
Scalability Considerations	As patient demand grew, plans for scaling the PAP became crucial, highlighting the need for additional resources and digital tools

Key Results & Highlights



Safety Monitoring: Adverse events were minimal and managed effectively through the PV system, reinforcing the program’s commitment to safe patient experiences.

Conclusion

This case study shows how a well-structured PAP can bridge access to high-cost treatments during a critical new product launch. By addressing patients' unique needs, the program improved adherence, enhanced safety, and provided invaluable support.

The PAP's success was linked to the supportive framework around the product launch. By overcoming financial barriers, providing disease-focused education, and ensuring regulatory compliance, the program significantly enhanced access to new treatments. This case study demonstrates how PAPs can ensure high-cost therapies reach those in need, supporting health outcomes and patient trust.

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