

Workshop A: Fundamentals of Patient Assistance Programs

CBI 9th Annual Patient Assistance Programs Conference
Bridget Metcalf, Director of Coverage and
Reimbursement Solutions
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Did you know...?

1. Live-response, 24-hour hotlines are not always the best way to go.
2. Many companies are good at collecting PAP data, but few are good at doing something useful with that data.
3. Few companies audit their PAPs on a regular basis, allowing inefficiencies and outdated processes to diminish effectiveness.



Today, we will help you...

- **Take steps** to initiate PAP review or development
 - **Decide** on how your PAP should function
 - **Determine** an appropriate application process
 - **Define** what information you need to get out of your PAP and how to use it
 - **Establish** the appropriate technology requirements for your PAP
- *PAP Structures*
 - *Call Center Operations*
 - *Application Process*
 - *Reporting Needs and Trending*
 - *Technology and Automation*



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Take steps to initiate PAP review or development



PAP Development: Who

- Define your target populations from a program perspective
 - Patients and providers only? Sales reps?
 - Medicare population or not?
- Articulate their needs as you see them
 - PAP only, or reimbursement support?
 - Ask yourself: Why are they coming to our PAP?
- Test your assumptions
 - Survey patient groups, providers, sales personnel



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PAP Development: What

- Decide how far you want to take your services
 - If the product has complicated billing and reimbursement issues, adding a reimbursement support mechanism will be key.
- Involve your Legal team
 - How much information is too much information?



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PAP Development: When

- Enrollment periods need to make sense for the product and the patient
 - Chronic conditions – avoid re-enrollment every month
- Implement date of service restrictions
 - Don't want the offer of free products indefinitely!
 - Determine re-enrollment periods



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PAP Development: Where

Where is product delivered?

Patient home

Provider (clinic, hospital, etc)

Where will your PAP supply product?

Continental US

US and US territories

Outside the US

Where is the setting of care?

Hospital inpatient

Hospital outpatient

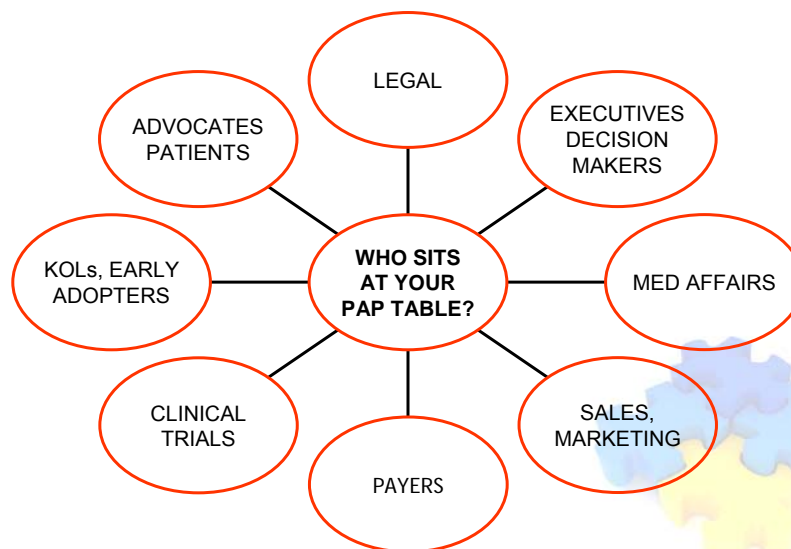
Retail pharmacy

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PAP Development: How

- Determine how you will distribute product
 - SP, retail voucher, direct
- Coordinate services with vendors
 - Appropriate metrics
- Audit regularly to ensure your PAP evolves to continue to meet the needs of the patient population
 - Utilization trends, income requirements, insurance changes

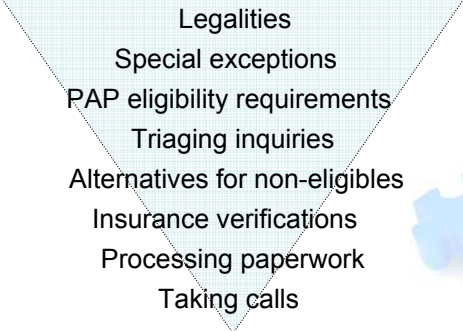
Stakeholders: from the outside and within



Customer service

Besides a courteous and knowledgeable staff, additional customer service issues may require corporate involvement.

Corporate decisions



- Legalities
- Special exceptions
- PAP eligibility requirements
- Triaging inquiries
- Alternatives for non-eligibles
- Insurance verifications
- Processing paperwork
- Taking calls



Call center staff handling

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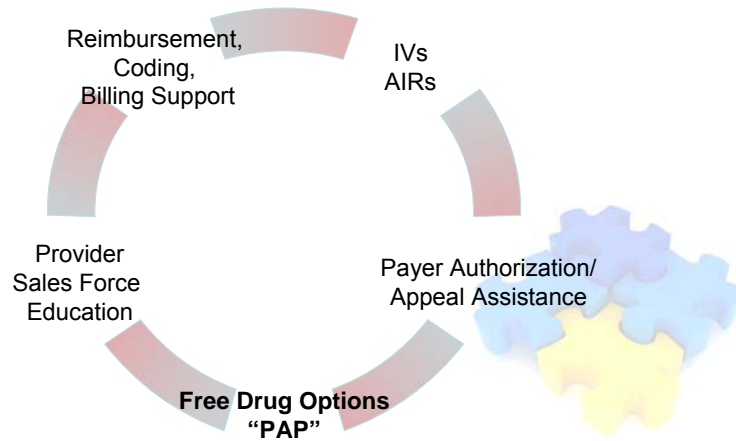
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Decide on how your
PAP should function



"Patient assistance programs"

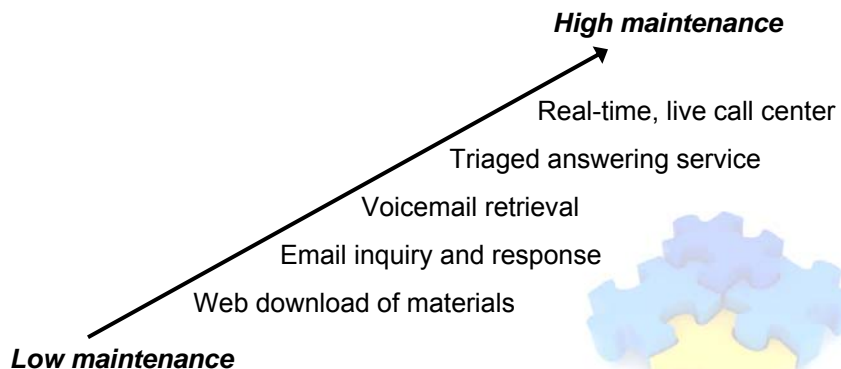
- Let's talk *patient access* rather than thinking exclusively of *free drug*



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Infrastructure

- How will customers access the PAP?



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Program "gradation"

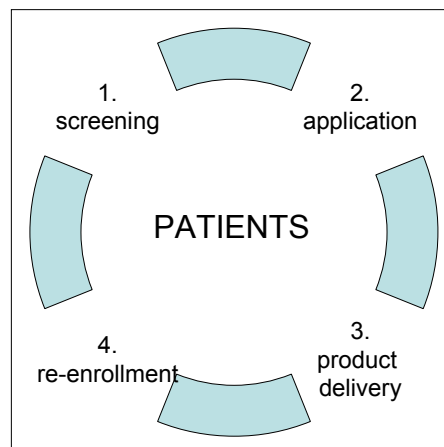
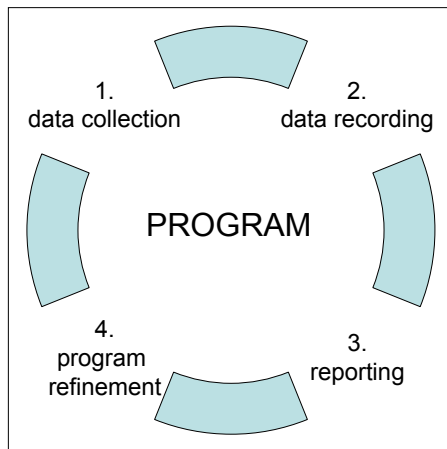
Type	Pros	Cons
Supply to order	Send directly to patient Vouchers/retail cards Control of product distribution Traditional, widely accepted	Subject to stock maintenance Lapse in therapy if shipment delayed Wasted product
Supply in bulk	Provider/clinic empowerment Onsite availability/distribution	Shelf life Less control of product distribution
Replacement	"Product used" data rather than "product given" No immediate patient needs	Provider bears risk

... and more options in between!

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Processes

Processes need to be in place for both the PROGRAM as a whole and individual PATIENTS



Determine an appropriate application process



Which application methods make sense?



- Will an elderly person have access and be savvy enough to apply via the internet?



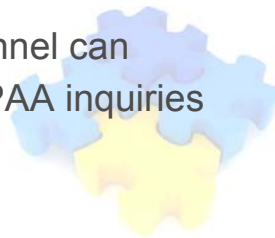
- Is the application short enough (with supporting documentation) to realistically fax back and forth?



- Will you be able to do phone screenings during non-business hours?

HIPAA requirements

- Audit for data collection and data storage protocols to ensure compliance
- Get a HIPAA lawyer to develop language for your application
- Make sure your call center personnel can appropriately handle or triage HIPAA inquiries



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The application itself

- Remember your audience
 - If seniors will be filling it out, have large font
 - Clear, concise and simple instructions
 - Easy to read and complete



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Define what information you want out of your PAP and how to use it



Collecting meaningful data

<i>Yes, of course...</i>	<i>But what about...</i>
Patient demographics	Patient insurance profiles
Amount of product requested	Trends in PAP drug volume versus sales volume
PAP metrics (call volume, application turn-around time)	Non-PAP inquiries that are triaged to other sources
Effective date of policy change affecting patients	Why the policy was changing in the first place
Provider demographics	Highest volume users

Analysis of data collected

- Reports should:

- *Be relevant*
- *Be timely*
- *Describe trends*
- *Have alerts*

The “so what”

**DECISION-
MAKING**



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Opportunities for improvement

- Remove the middle man
 - Why not have pre-built eligibility screening in a web-based application process?
- To go live, or not to go live
 - If call volume is low, why pay for FTEs to sit and wait for the phone to ring? Maybe voicemail retrieval with quick turn-around is more cost-effective.



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Program review

- Develop return on investment measures
- Conduct program audits on a regular basis

*** Patient satisfaction ***

*** Sales force utilization ***

*** Product and budget allocation ***

*** Provider perception ***

*** Areas of (in)efficiency ***



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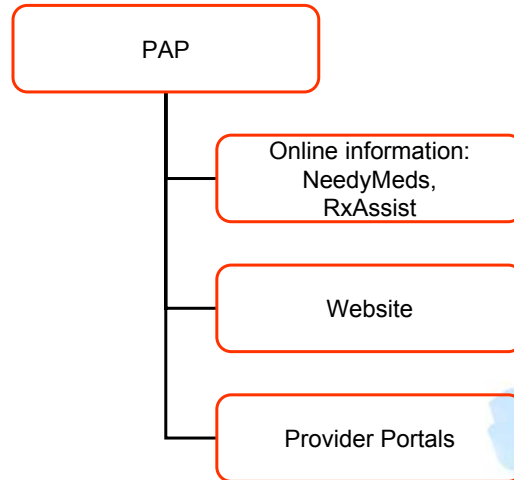


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Establish the appropriate
technology requirements
for your PAP



Technology and Automation



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Website

Pros

- *Personalized logins/information*
- *Online Application access/submission*
- *Accurate/current status checks (application processing/enrollment/shipments)*
- *Cost Saving = more automation, less time and man power*

Cons

- *PT access (rural areas, low income)*
- *Dependability of technology (i.e. internet/power could go down at any time)*
- *Loss of personal touch/connection with Call Center Staff*

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Provider Portal

Allows Provider access to PAP – how much access is up to you!

Potentially could:



Paperwork



Accuracy



Follow-up Calls



Data Safety Concerns

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Updates

- Webinars
- Teleconferences
- Email Newsletters
 - HIPAA compliance issues
 - Data safety concerns

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Summary

- One size doesn't fit all.
 - *You need to find the right PAP puzzle piece for your product in order to complete the picture.*
- Look at your PAP data.
 - *Share your PAP picture with others in your organization.*
 - *Allow it to inform on strategic decisions about your product.*
- Keep your PAP relevant.
 - *Assess your PAP picture along the way to prevent it from becoming outdated or behind the curve.*

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Thank you!

Bridget Metcalf

Phone 415-835-0190 ext 129

bridget.metcalf@quorumconsulting.com