

# Medication MANAGEMENT

SUPPORTING PLAN MEMBERS AND EMPLOYERS' BOTTOM LINES

## ABOUT

*Medication management* is an innovative benefit program that supports plan members' and employers' bottom lines.

As the costs of private drug plans grow, plan sponsors are looking to ensure that they get the best return on investment for the coverage they offer their plan members.

Treatments for chronic diseases and specialty medications can improve plan members' health outcomes, but also have a significant impact on private drug plan budgets. Chronic health conditions can be complex, and plan members may require support to manage their conditions and the medications they need. In particular, specialty medications require special handling, not only for distribution and dispensing but also to navigate coverage, manage side effects and ensure adherence.

This series will profile different programs and services that are available to plan sponsors to manage their drug spend and help plan members manage their conditions and treatments.

Plan Sponsors need to understand that Patient Support Programs continue to evolve based on four key trends.

## Future of Patient Support Programs in Canada

### Introduction

*Pharmaceutical manufacturer funded Patient Support Programs (PSPs)* focus on providing services for patients with complex conditions who require treatment with specialty medications. As the Canadian landscape changes, PSPs are evolving to better meet the needs of patients.

PSPs can be customized to reflect the input of stakeholders involved in the patient journey, such as physicians, nurses, Plan Sponsors, advocacy groups, and family

members. This provides an opportunity for enhanced support for patients and their families, and a better understanding of the gaps and efficiencies with stakeholder alignment that can help improve patient care.

Plan Sponsors need to understand the future implications of PSPs as they make decisions for Plan Members. The PSP is a key manufacturer-funded service which benefits Plan Members by supporting positive health outcomes, overall health and wellness, and productivity in the workplace.

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# Innomar Strategies: Shaping the path to optimal care.

## ABOUT

### Innomar Strategies

Innomar Strategies Inc., a subsidiary of AmerisourceBergen is the leading Canadian service provider for specialty pharmaceutical and biotech products, administering over 110 Patient Support Programs. Through our Integrated Service Model, Innomar Strategies delivers customized, scalable solutions to specialty manufacturers. Strategic consulting, Patient Support Programs, clinics and nursing services, specialty pharmacy distribution and SPL services are just a few of our key areas of specialization.

**In the past**, manufacturer-funded Patient Support Programs (PSPs) primarily focused on providing patient access; however, changes within the marketplace have helped to evolve PSPs and Plan Sponsors need to be aware of the implications and benefits for Plan Members. Today, PSPs focus on enhancing care for patients who are managing complex medical conditions that are treated with high-cost specialty drugs; the complexity, role and importance of these PSPs for Plan Members and their families continue to change. The following article outlines key evolving trends that Plan Sponsors need to be aware of when working with PSPs.

### Changes in the Payer Environment



There have been significant changes in the Canadian payer landscape due in large part to the growth in the specialty drug segment. While specialty drug products contributed to 26.5% of overall drug spend from 2013-2014, this share is forecasted to significantly increase in the future.<sup>1</sup> Payers need a solution to help manage these rising costs while continuing to provide patient access to critical specialty medications.

Recent private payer cost-containment strategies include: the development of

Preferred Pharmacy Networks (PPNs), Health Case Management, plan re-design and capping. It is important for manufacturers to understand payer needs and requirements in order to build a successful PSP that ensures continuity of care. When designing a PSP, manufacturers must consider: the priorities of the payer (to manage their drug spend while also balancing the needs of plan members and sponsors); the variety of programs and approaches introduced by payers focused on cost containment; and what meaningful data, processes and services will address the payers' needs to optimize outcomes and cost savings for Plan Members.

### Need for Meaningful Data



Driven by global and local compliance, patient safety monitoring requirements and a changing payer landscape, there is a need for meaningful data that can be generated from a PSP.

The enactment of Bill C-17, Protecting Canadians from Unsafe Drugs Act (Vanessa's Law),<sup>2</sup> requiring strong surveillance and mandatory reporting of adverse events, has increased the importance of pharmacovigilance (PV) and risk mitigation in PSPs as patients self-report adverse events. Employing a PV strategy in a PSP that strongly adheres to adverse-event reporting protocols, gives manufacturers and payers confidence that accurate determination and complete reporting of adverse events is occurring. With these changes in the regulatory environment and the need for enhanced monitoring and data reporting, there is a heightened

### PSP services may include:

- Reimbursement navigation
- Patient education and counseling
- Clinic and nursing and support (including infusion and injection administration/training)
- Specialty pharmacy and logistics services

requirement that PSPs employ experienced and highly trained professionals that understand Health Canada requirements, to ensure regulatory compliance and that quality systems are in place.

Payers are looking to manufacturers to present real-world clinical data that demonstrates the effectiveness of their products to ensure each patient is on the right product, at the right time. There is an opportunity to integrate Health Economic Outcomes Research into PSPs to meet these needs and to support the overall Market Access strategy. To gather relevant and useful data, it is important to build a data strategy and incorporate it into a PSP at the outset. A variety of patient-reported health outcome studies can be performed, including: Quality of Life, product effectiveness, treatment adherence, safety, health resources utilization, and indirect costs such as productivity loss, out-of-pocket costs and the cost of informal care. From a manufacturer perspective, these outcomes studies can align to global strategy and be leveraged to support reimbursement and listing.

### Focused Partnerships and Alliances



In addition to the manufacturer, PSP provider and payer, there are an increasing number of partnerships and alliances among stakeholders involved in the patient journey. The needs of the patient, along with each partner in their “circle of care” (physicians, nurses and family members), should be taken into consideration when designing a PSP. There is an opportunity to integrate customer satisfaction surveys into a PSP to inform manufacturers on the impact of a program. It is also important to foster patient advocacy group and professional health care association partnerships to facilitate PSP customization and gain support for patients and families. With these relationships and support, manufacturers have an opportunity to gain a better understanding of the landscape and gaps in patient care, to appreciate what motivates patients, and to build their PSP services accordingly.

### Sustainability



A PSP is a price of entry for most specialty drugs, but more efficient program management is increasingly required throughout the lifecycle of the brand. It is important to build a sustainable PSP model that can be adapted to shift and adjust as the market evolves. Manufacturers need to challenge a PSP provider to be more proactive in identifying efficiencies throughout the product lifecycle. Opportunities to build a more sustainable model may include:

- using a portfolio approach in companies that manufacture more than one specialty product (leveraging the experience from existing PSPs within the same company can help to avoid redundant systems and duplication of resources);
- building human resourcing of the PSP at each phase of a brand’s lifecycle to support optimal patient management while considering cost efficiencies; and
- employing technology to communicate with different patient and health care professional segments. This strategy provides the opportunity to be high touch but more cost effective. The type of technology could vary depending on the size and scope of each segment within a PSP.

### Creating an Optimal Patient Experience

When developing a future PSP, the overarching goal is to create an optimal patient experience. In doing so, manufacturers need to take into consideration all aspects of the changing market space. Strategies need to reflect market dynamics, brand lifecycle, the manufacturer’s specialty portfolio, changes in the regulatory environment, sustainability and all impacted stakeholders. Most importantly, all of these strategies should be built into the PSP up front and developed with the lens of the patient first. Plan Sponsors need to understand the future implications of PSPs as they make decisions for Plan Members. At the end of the day, the PSP is a key manufacturer funded service, which benefits Plan Members by supporting positive health outcomes, overall health and wellness, and productivity in the workplace.

### Key Points Plan Sponsors Need to Know About Patient Support Programs

1. Manufacturers offer some type of PSP for most specialty drugs, if not all, higher cost drugs.
2. PSPs usually offer some type of financial assistance to Plan Members who cannot afford their deductibles.
3. Specialty drugs are generally not able to be dispensed in a typical retail environment, and PSPs offer specific services essential to Plan Members on therapy, i.e. specialty logistics support, nursing injection and infusion services.
4. Plan Sponsors can take comfort that Plan Members are supported through their therapy by the PSP.
5. PSPs often offer adherence, education, and training support to Plan Members and their dependents, which ultimately supports greater adherence and productivity in their daily lives.

### REFERENCES

1. Express Scripts Canada. *Drug Trend Report 2014*. Available from: <http://www.express-scripts.ca/knowledge-centre/drug-trend-reports>
2. Government of Canada. Bill C-17. An Act to amend the Food and Drugs Act. Protecting Canadians from Unsafe Drugs Act (Vanessa’s Law) [cited 2015 Sept 25]. Available from: <http://www.parl.gc.ca/HousePublications/Publication.aspx?Language=E&Mode=1&DocId=6767163&File=4>