



*Virtual Residency Rotation Series*

# The Importance of Manufacturer Relationships to Health System Specialty Pharmacy

Session 2 | November 28, 2023



HEALTH SYSTEM  
SPECIALTY PHARMACY



# Session Faculty



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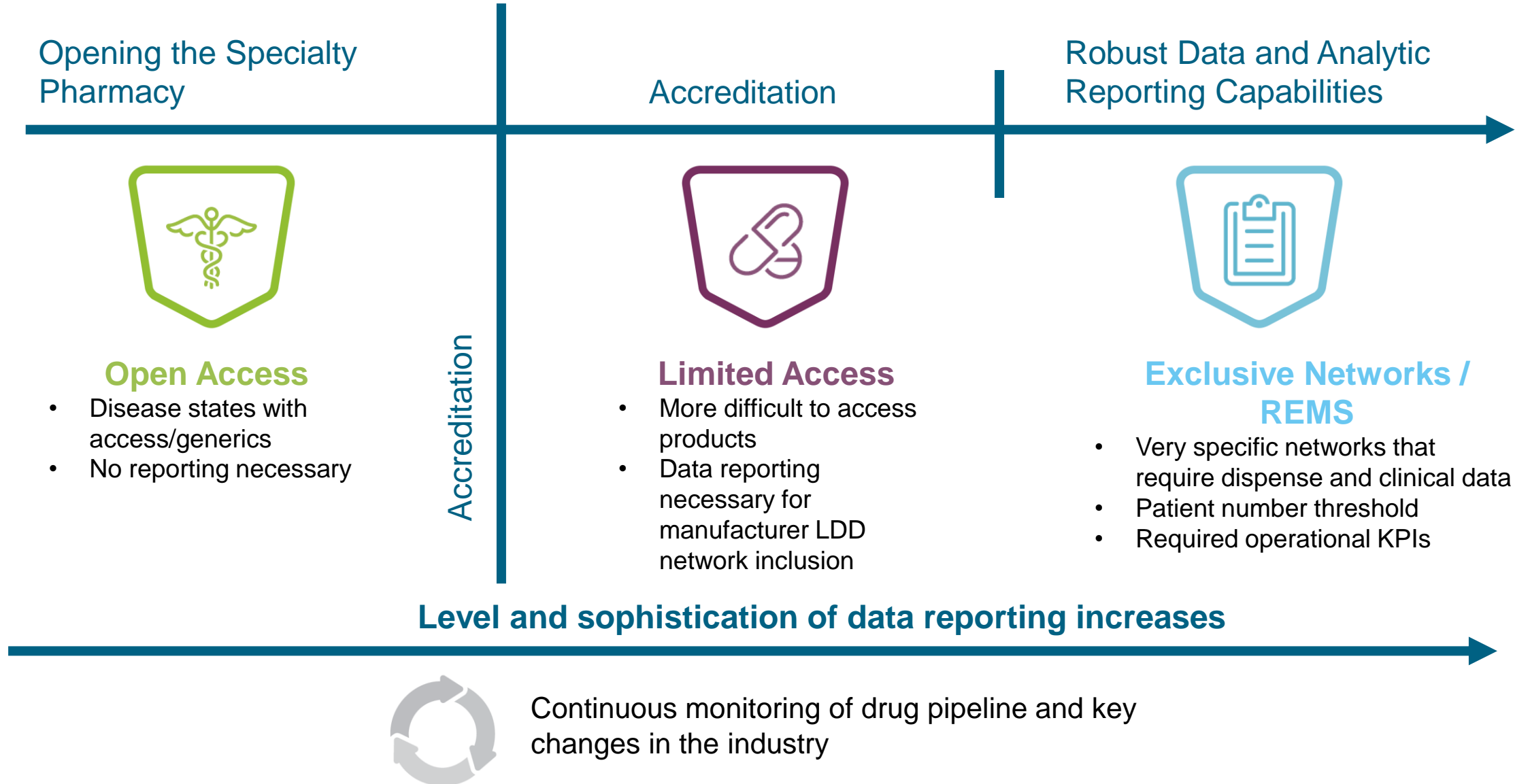
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# Learning Objectives

-  1 Review distribution strategies
-  2 Describe manufacturers' perspectives when launching a new product
-  3 Learn how to best position a pharmacy/network to gain access to products

# Access to Specialty Drugs



## Why can't we get access to this product from the Manufacturer?

### Overall Factors

- Past experiences that did not go well (Carried experience/Small community)
- Health systems that overpromise on capabilities (Data and Clinical Programs/support)
- Lack of real partnership with the manufacturer

### New/Launching Products

- Strategic Launch Planning did not factor in Health Systems
- “We are just getting it out there, we will deal with the health systems after the dust has settled”

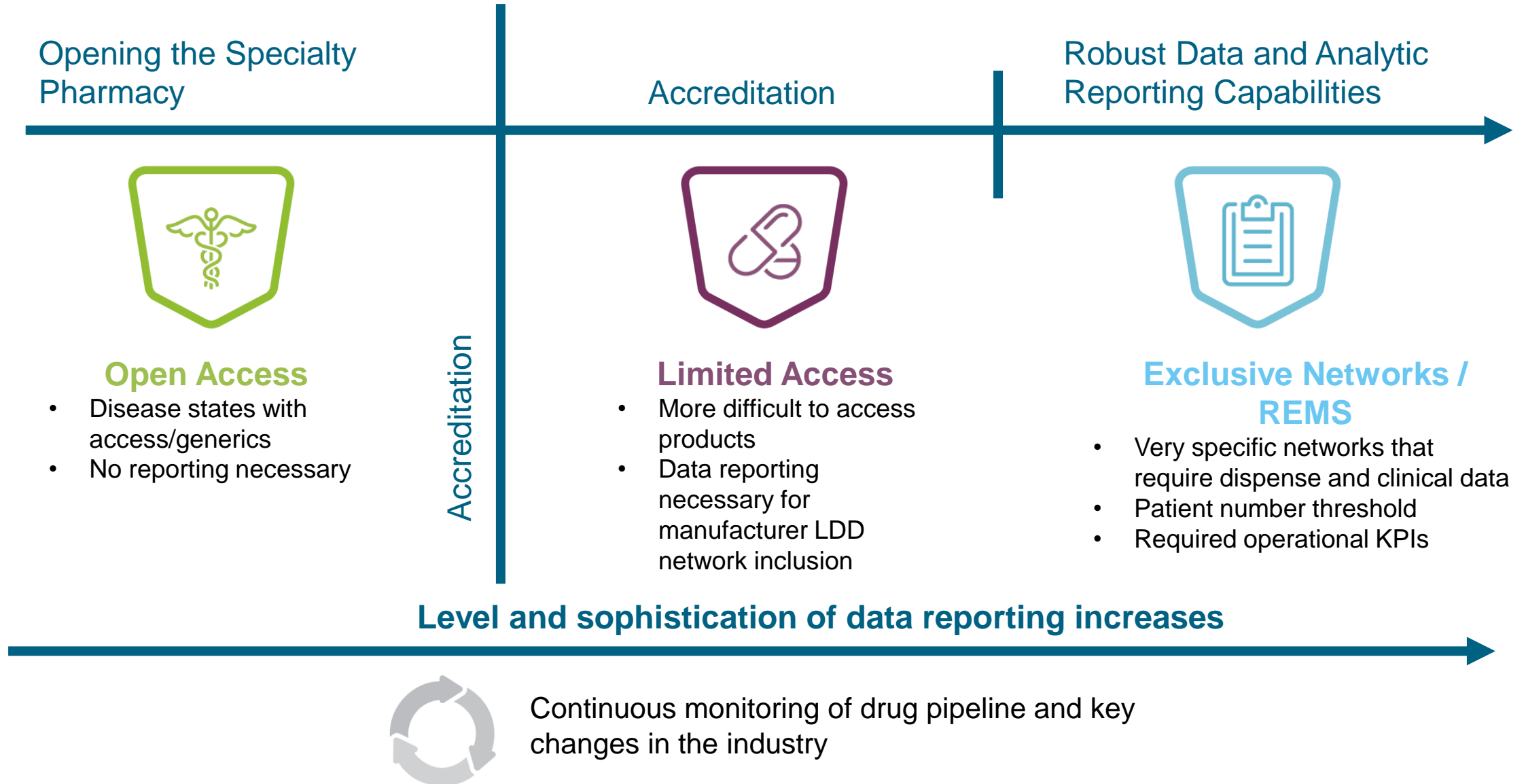
### In Market Products

- “Established Network is working fine”
- Contracting for data with health systems is hard, resource intensive and introduces risk with reduced control
- Irrational fears and misconceptions about 340b exposure
- If I open access to one, then they all will want access (no control over criteria and scope)

### Rare/Orphan

- Large effort/spending on a limited network a high touch pharmacy experience/comprehensive data
- Multi million-dollar therapies being sent to a health system vs. their fully vetted channel process for custody/reimbursement.
- Often medical benefit
- Little history of this space distributing to the Health System SP (Ultra-Rare/Cell/Gene therapy)

# Access to Specialty Drugs



## WHAT WE DO



# We elevate specialty product distribution for drug manufacturers with the Shields Performance Platform.

We deliver the health systems access, insights and programs drug manufacturers need to optimize performance at every stage of the product lifecycle for patients, caregivers, and providers.

ELEVATE ENGAGEMENT THROUGH OUR  
**MANUFACTURER PRODUCT  
& LIFECYCLE PROGRAMS**

ELEVATE ACCESS THROUGH OUR  
**HEALTH SYSTEM NETWORK  
& CARE CONTINUUM**



ELEVATE INSIGHTS THROUGH OUR  
**DATA REPORTING  
SOLUTIONS & SERVICES**

# HEALTH SYSTEM NETWORK & CARE CONTINUUM

- Partner on your specialty product brand launch and lifecycle strategy with SMEs in specialty pharmacy and Health Systems
- Rapid patient onboarding through read/write access to Electronic Health Records from within the clinic
  - Benefits Investigation
  - PA/Appeals
  - Financial Assistance
- Payer access to local, regional and national payers
- Patient Retention and Transitions over the Patient Journey for your medication(s)
- Key Performance Metrics\*
  - Time to therapy: < 2 days
  - Adherence: 92%
  - Average Co-Pay: \$8
  - NPS Patient/Provider: 92%/94%

**SME** – Subject Matter Expert

\*Shields Health Solutions Network Data 2022

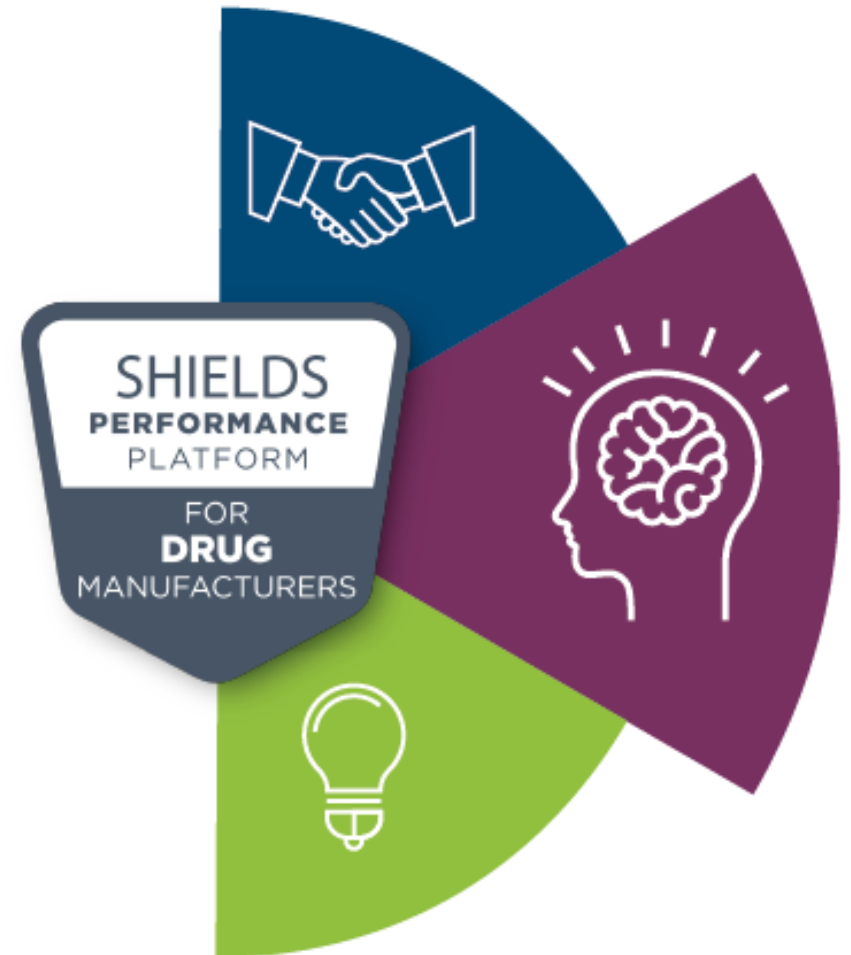




## MANUFACTURER PRODUCT AND LIFECYCLE PROGRAMS

- Manufacturer control of network criteria for inclusion/dispensing
- Health system inclusion/exclusion customization initially and over time
- Collaborate with Centers of Excellence on strategic shifts and care opportunities in real time
- Patient engagement opportunities where appropriate, with rapid update of new programs
- Collaboration with HSSP\* KOL\* and rapid response
- Access to network for clinical and patient support updates in real time

**HSSP** - Health System Specialty Pharmacy  
**KOL** - Key Opinion Leader



## DATA REPORTING SOLUTIONS & SERVICES

- Customizable, comprehensive data to drive valuable patient, provider, and health system insights for manufacturers.
- Meet and exceed established guidelines for disease state-based programs.
- Monitor LDD program performance through QBRs and other program performance reviews.
- ETASU REMS compliance or improved HEOR reporting
- Predictive analysis adherence risk tool
- Patient reported outcomes
- Pharmacovigilance programs

**ETASU REMS** – Elements to Assure Safe Use Risk Evaluation Mitigation Strategies

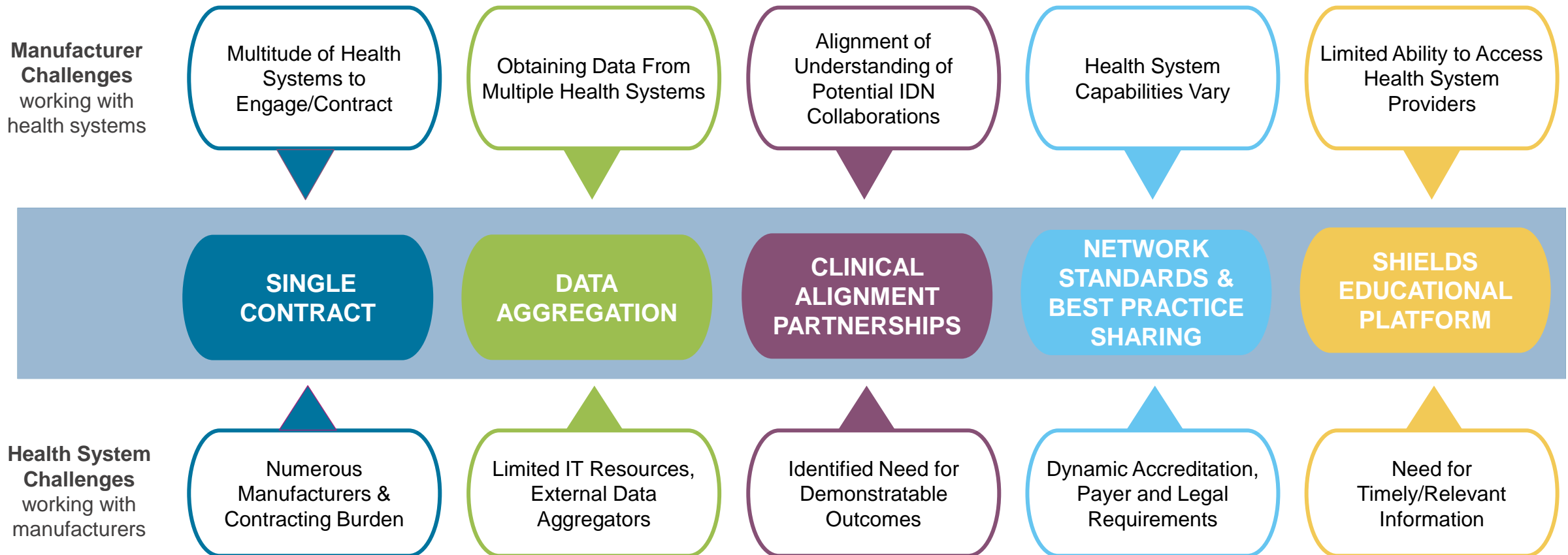
**HEOR** – Health and Economic Outcomes Research

**LDD** – Limited Distribution Drug

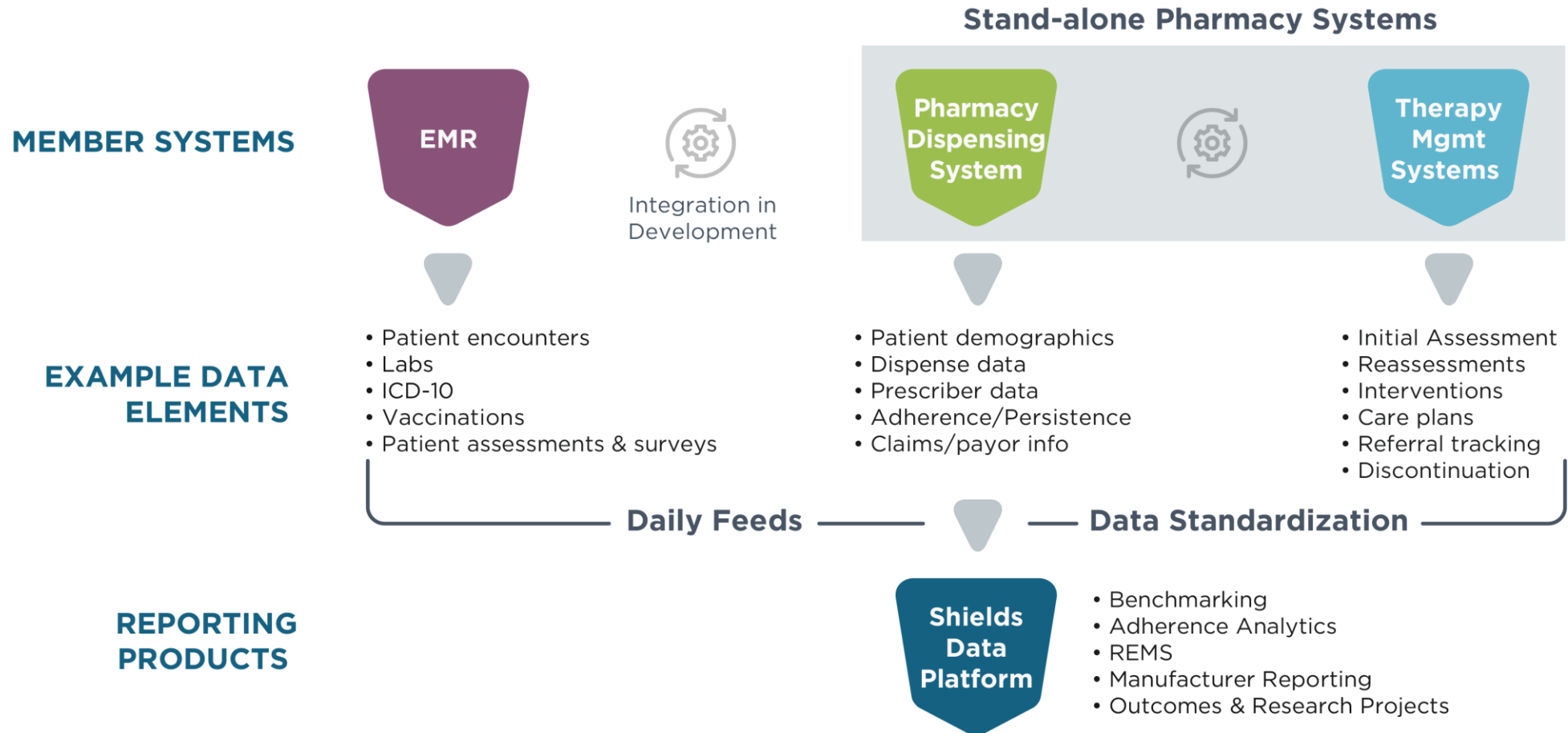
**QBRs** – Quarterly Business Reviews



## Bridging the divide to create efficient data solutions



# The Shields data platform for health systems



# Limited Distribution Products

*Where do your capabilities and expertise overlap with the manufacturers needs to support optimal patient care?*



Increasingly products are moving to more narrow networks



Data capabilities and clinical support are critical for the health system specialty pharmacy to demonstrate



Understanding the manufacturers perspective is critical

- Real concerns related to the patient journey
- Perceptions vs. reality
- Where do they see risk in granting access to the health system specialty pharmacy?



How do you position yourself as not just matching their distribution strategy but turning it into a competitive advantage?

- Patient, provider, caregiver experience
- Patient journey optimization
- PA/BI and financial assistance
- Persistency support
- Data insights
- Connections in clinic
- Key Opinion Leader engagement / insights



## CONTACT INFORMATION

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# APPENDIX

# Shields Data Platform “101”

## Dynamic and flexible data reporting capabilities

- Validates data against manufacturer requirements for accuracy, integrity, field completeness and format

## Operates as a single contract and data source

- Eliminates the need for contracting with health system specialty pharmacies one at a time
- Evolution over time with minimal additional effort
- Single data feed with accountability

## Customizable and controllable

- List of network participants based on strategy of manufacturer
- Criteria for access set by manufacturer

## Health System Software Platform “Agnostic”

- Ingests data from multiple platforms including dispensing, therapy management, and EHR systems
- Aggregates, transforms, and standardizes data into one unified data set per manufacturer specifications

## REMS-ready

- Comprehensive REMS capability with scalability with network evolution