

Best Practices for Improving Program Performance Through Well-Managed Specialty Pharmacy / Manufacturer Relationships

The relationship between specialty pharmacies and pharmaceutical manufacturers is vital in ensuring optimized patient access to critical specialty medications. Through a carefully crafted approach, these entities can develop partnerships that drive access and adherence while optimizing overall program performance. This poster includes best practices, lessons learned, and real-world insights gained from assisting multiple manufacturers improve their specialty pharmacy network designs through an aligned partnership approach focused on enhancing the prescriber and patient experience.



1 SELECT THE RIGHT ADVISORS

- Engage third-party subject matter experts to advise your team
- Identify advisors with real-world experience who understand how to optimize patient access
- Lean on advisors for guidance on the impact of critical market trends

2 ALLOW ADEQUATE TIME FOR BUILDING MANUFACTURER/SP RELATIONSHIPS

- Develop a clear strategy for aligning partnerships
- Engage experts experienced in building relationships that benefit the patient and prescriber experience
- Gain an understanding of the current pain points in the market and proactively consider opportunities for improved patient engagement

3 DEVELOP A CLEAR MANUFACTURER / SP CONTRACTING STRATEGY

- Research market financials and economic drivers
- Understand the impact of network size, drug class, and drug cost
- Align contract language with clearly defined patient access and adherence goals

4 ESTABLISH KPIs THAT DRIVE PROGRAM PERFORMANCE

- Align KPIs to the brand's strategic goals
- Consider the challenges that may impact KPIs and establish plans for mitigation
- Survey the market to determine appropriate KPIs

5 PROACTIVELY PLAN TO LIMIT CHANGE ORDERS AND OTHER POTENTIAL AREAS OF CONFLICT

- Research market trends in program services and models
- Anticipate evolving program needs
- Align internally prior to providing contractual direction

6 ESTABLISH EXPECTATIONS FOR PROGRAM COMMUNICATION AND QBRs

- Explore industry standards
- Design a plan that works for both parties
- Consider contract language to support expectations

7 ENCOURAGE PROACTIVE SOLUTIONS FROM SP ACCOUNT MANAGEMENT TEAMS

- Leverage the expertise of partners
- Collaboratively monitor trends in performance and outcomes
- Engage in brainstorming exercises and workshops

8 SEPARATE PERSONAL RELATIONSHIPS FROM PROFESSIONAL DELIVERABLES

- Discuss and set expectations upfront
- Maintain a business friendship
- Be thoughtful of each other's business drivers

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