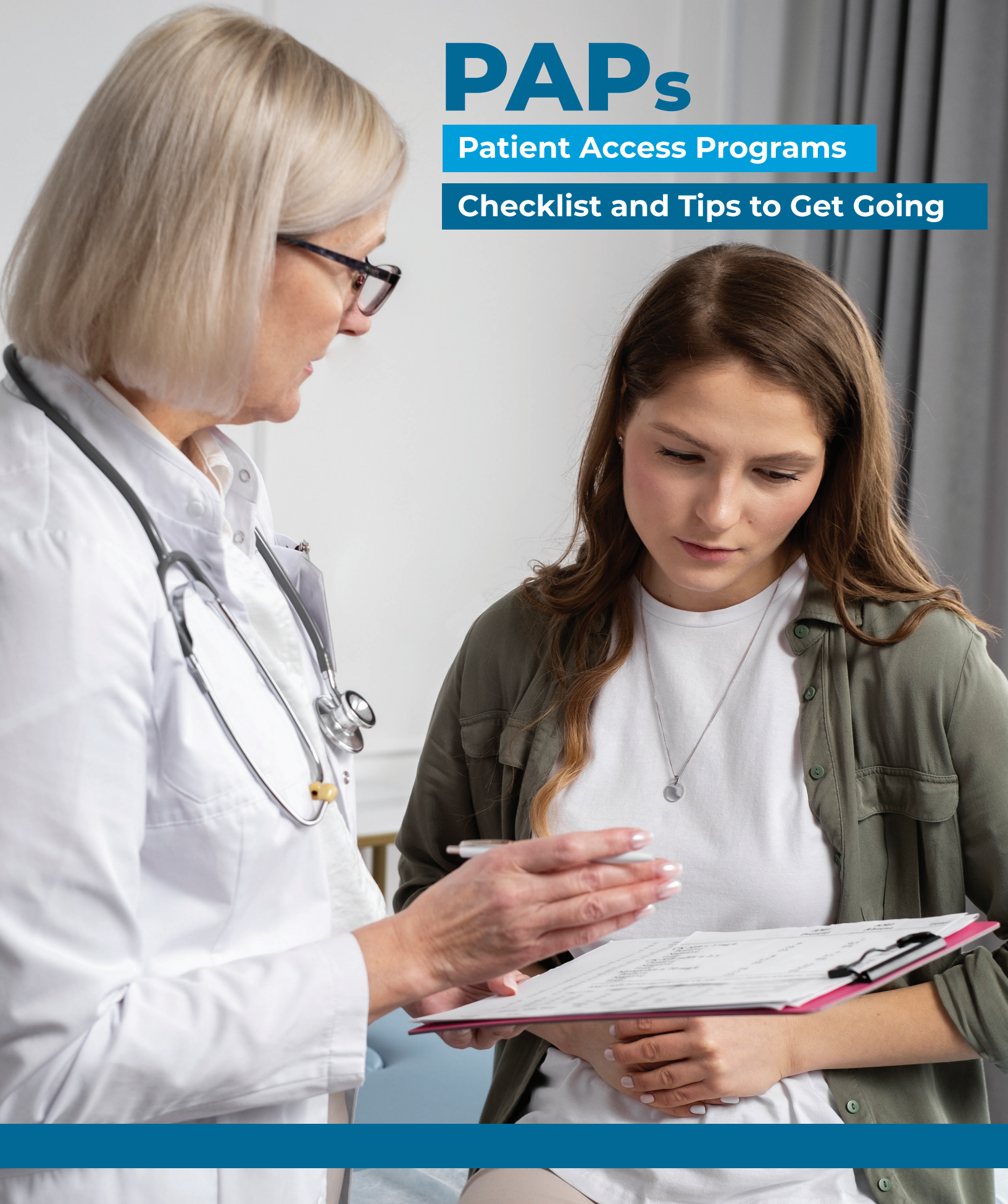


PAPs

Patient Access Programs

Checklist and Tips to Get Going





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Patient Access Programs (PAPs) help a company in addressing affordability challenges, especially in the self-pay markets or OOP (out-of-pocket) segment of reimbursed markets, through reducing treatment costs, increasing ability to pay and working with healthcare system partners to operationalise the program. PAPs are increasingly being considered by the companies, as they seek their future growth from the emerging markets, which are typically resource constrained. Additionally, several of the innovative therapies come with a high price-tag, that doesn't help these healthcare systems and the patients, majority of whom are already from the mid to low affordable segment.

However, before starting on their access journey, one has to be very clear in assessing whether a PAP is the right solution for the problem at hand, vs other access tactics that can be employed. Here is a quick set of questions to ask yourselves (check-list) before you end up in getting lost in coming up with a complex PAP, with all the associated operational challenges and other issues that could have been avoided if a little homework was done up-front:

Checklist for PAP



Is there a real access challenge?

It is important to do a market & patient segmentation and define where you want to "play". It may be that there are access challenges for a given patient pool in the market, but is not the one you are targeting (e.g. difficult to reach patients, offer low profitability, have an alternative solution) in which case, rethink if it is the right time to develop a PAP.



Can pricing be used as a lever?

Addressing affordability through lower net price is a key attribute of a PAP. Are you in a market where companies are not allowed to offer confidential rebates or discounts? If it is a case, then perhaps a PAP is not an option for you for that market. Consider other approaches such as value added programs and value communication through traditional medical marketing.



Is a simple pricing discount sufficient?

Why go for a complex PAP when you can offer a direct price discount to all and achieve your access objectives. Sometimes a simple approach is better than a PAP with all bells and whistles, involvement of a 3rd party, financial assessment, tracking of free goods, etc. Keep things simple if it works.



Can you work with the government to provide access?

It is too naïve to consider any market as purely self-pay or centrally reimbursed. Often in the typically self-pay markets, governments do offer programs & funding for the low affordable patient pool. Instead of setting up and managing the infrastructure of your company's PAP, it may be better to work with the government and perhaps co-create their disease-specific programs. This opens up multiple possibilities - ability to segment the market & have price-discrimination, possibility to have another brand for government channel, forge long term partnership for health-system improvement, etc.

PAPs

Where to start my journey of
designing and implementing
a Patient Access Program?

Below are some areas that will help you get going. Each will need its own detailed assessment, but will be helpful to do up-front vs waiting till the very end.



Journey of Designing and Implementating a PAP

- ✓ **Patient Journey**
Existing barriers around awareness, accessibility, affordability
- ✓ **Stakeholder Mapping**
Key stakeholders & access gate-keepers across the patient journey whom you would need to involve in any access program
- ✓ **Patient Segmentation**
Who your target patients are (& who are not), how to reach them
- ✓ **Price Sensitivity**
Robust understanding of price elasticity across different price points, so as to inform the correct benefits & discounts for specific segments
- ✓ **Competitor Analysis**
Learnings from tactics from competitors & any existing programs to increase effectiveness and avoid mistakes
- ✓ **Existing PAPs**
Internal learnings from existing PAPs, opportunity to build synergies across multiple brands and create an "access platform" for the market



At Ansea, we have developed a robust approach towards conceptualizing, designing and implementing various Patient Access Programs, as part of a strategic framework for Market Access. Reach out to us at info@anseaconsulting.com or visit www.anseaconsulting.com for a further look into our capabilities and the team behind it.

Write to us for more details on PAP: info@anseaconsulting.com