

Appropriate

No Patient Left Behind

Willing



Needs Assessment

Start with needs assessment defining expected needs of patients and providing justification for manufacturer support. Not every category of program may be needed.

Intake

Reimbursement Support

Onboarding

Testing (diagnosis & companion)

Free product programs

On treatment

Financial Assistance

Education, training, adherence

Specialized

Travel & lodging



Legal (and practical) considerations

Channel & distribution (cash pay, retail, specialty pharmacy, buy & bill hospital /institutional)

Nature of product (self v. physician administered; acute, chronic, one time potentially curative cell & gene therapies)

Competitive landscape

Expected insurance coverage



Manage expectations

Align internally on particular risk areas, appropriate patient attributes, and criteria for each program (e.g., on label indication, length of insurance delays before free product)

Educate early and often



Appropriate use of vendors

Caution on relying on vendor's experience, benchmarking information and willingness to implement as a substitute for assessment of legal and regulatory risk

Have plan for patients who do not qualify for manufacturer support (e.g., referral to ICPAPs)