

# Emerging Commercialization Strategies for Addressing the Needs of Ultra-Orphan Patients

**Accelerate Product Launch and Profitability by Building Regulatory Requirements into Distribution**

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***Conference Presentation***



# The Power of Health Management



# Patients at the center of specialized pharmacy services

# Time for a Survey

Select all that apply

- A. Need to lose weight
- B. Exercise more
- C. Quit smoking
- D. Take medication *as directed?*
- E. None of the above

# Compliance

- What are key HM program components?
  - Education about the condition, its medications, and therapies
  - Learning better communication with their health care team
  - Achieving compliance and other therapeutic goals
  - Developing self-care skills
  - Assisting with coping, lifestyle, and support services

- Factors relating to success in changing behavior

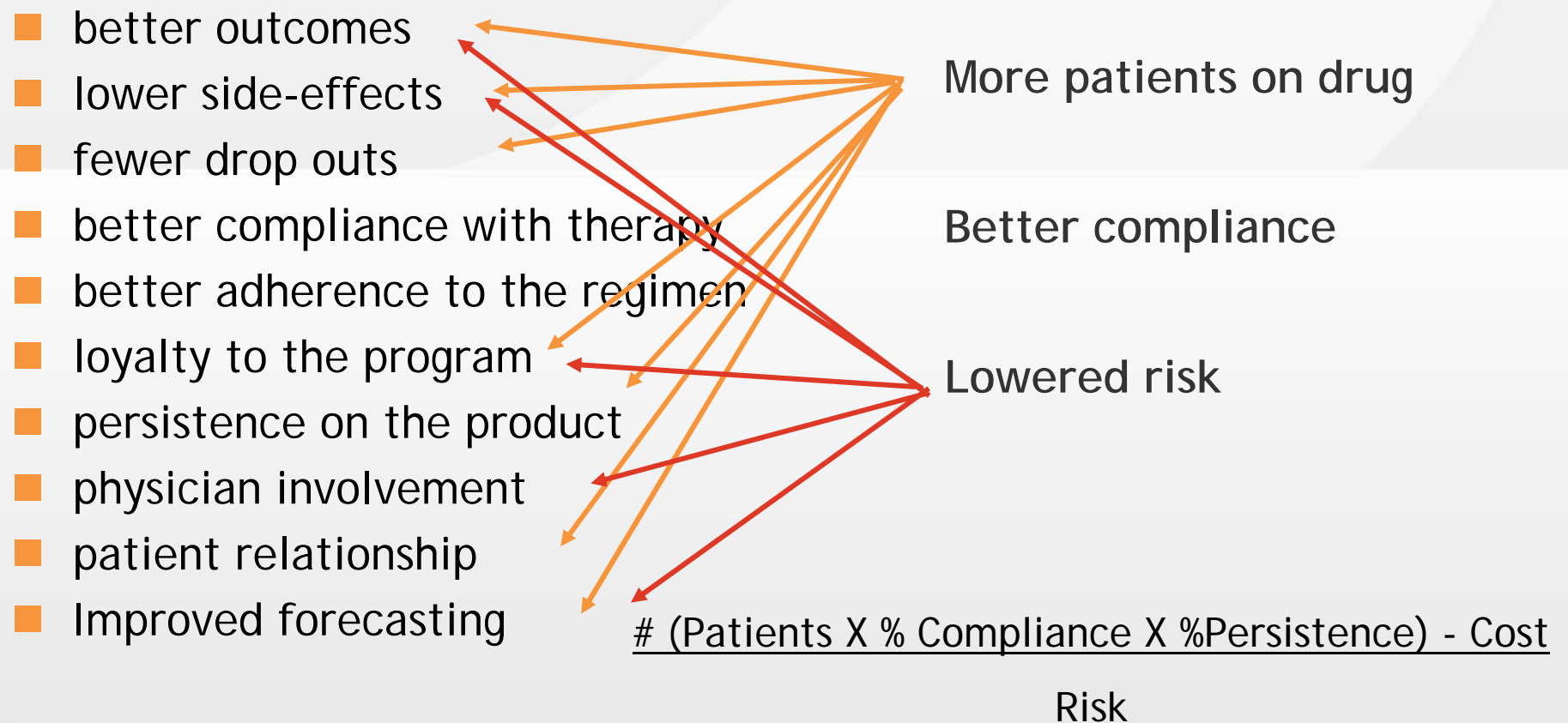
- Motivation
- Confidence
- Ability
- Balance
- Environment

} Self-efficacy

Enabling patients to become  
active and informed participants  
in their own healthcare

# What does a HM program deliver?

By integrating HM (with distribution) a SPx provider can deliver



## Example

- For a drug costing \$50,000/year, used by 2,000 patients - at 80% compliance/persistence = \$64 million/year  
# (2000 Patients X 80% Compliance X 80% Persistence) - 0 Cost  
(Risk)

Health Management Program effect = \$74.4million/year

# (2000 Patients X 88% Compliance X 88% Persistence) - 4% Total Cost  
(Risk)

## HM's Tangible value

...and including

- Improved patient outcomes
- Reduced health care expenditures
- Reduced risk
- Program and market data
- Increased loyalty

Impacting

- Pay for performance,
- Comparative effectiveness,
- Value based benefit design

A Program - not just a drug