



Prior Authorization: Optimizing Market Access for GLP-1 Therapies



Background:

A finance team member working at a healthcare technology company identified several challenges related to patient access, reimbursement, and adherence for Glucagon-like peptide-1 (GLP-1) therapies. These medications, commonly prescribed for diabetes and weight management, were facing barriers due to high costs, strict insurance coverage requirements, and complicated prior authorization (PA) processes. As a result, pharmaceutical companies were experiencing reduced patient uptake and adherence, impacting their revenue growth and market presence.

Challenge

1. **High Out-of-Pocket Costs:** GLP-1 therapies come with significant costs, resulting in high out-of-pocket expenses for patients. This financial burden led to a high prescription abandonment rate, directly affecting the revenue of pharmaceutical companies.
2. **Complex Prior Authorization:** Due to the specialized and expensive nature of GLP-1 medications, payers often require a detailed PA process before approving coverage. This creates an administrative barrier, causing delays in therapy initiation and decreasing adherence.
3. **Poor Patient Adherence:** Even when prescriptions were filled, patients often struggled with ongoing costs and complex treatment regimens, resulting in low adherence rates. Poor adherence impacted patient outcomes and reduced the lifetime value of these patients for pharmaceutical companies.
4. **Data Gaps:** Pharmaceutical companies lacked insights into the PA process, patient access challenges, and adherence patterns, making it difficult to optimize their pricing and market access strategies.

Solution: Financial Strategy Led by a Finance Team Member

The finance team member worked closely with pharmaceutical clients to develop a comprehensive strategy that addressed these financial and market access challenges:

1. **Implementing Financial Assistance Programs:** The finance professional collaborated with pharmaceutical companies to integrate copay assistance and financial support programs into the healthcare technology platform. These programs reduced patients' out-of-pocket costs, improving prescription fill rates and patient access to GLP-1 therapies. The finance team member analyzed the financial impact of these programs, demonstrating how they could drive profitable growth for the pharmaceutical companies.
2. **Streamlining Prior Authorization:** The finance lead utilized the company's PA automation solutions to reduce administrative delays in accessing GLP-1 therapies. By expediting the PA process, the finance team member identified an increase in sales volume, resulting from fewer prescription abandonment rates and improved cash flow for the pharmaceutical clients.
3. **Analyzing Adherence Patterns:** Leveraging the data analytics capabilities of the platform, the finance professional worked with pharmaceutical companies to identify key points in the patient journey where adherence dropped off. The analysis led to targeted interventions, such as timely refill reminders and financial support during critical periods, increasing patient retention and maximizing their lifetime value.
4. **Providing Data-Driven Market Insights:** The finance team member provided pharmaceutical clients with actionable insights into market access barriers, PA success rates, and patient behaviors. These data-driven findings informed adjustments to pricing strategies and market access plans, enhancing coverage and affordability for GLP-1 therapies.

Outcomes

1. **Increased Revenue:** By reducing prescription abandonment and improving patient adherence through financial assistance and streamlined PA processes, pharmaceutical companies experienced a substantial increase in revenue from their GLP-1 products.
2. **Optimized Pricing Strategies:** The finance team member's analysis helped pharmaceutical companies adjust their pricing strategies to find a balance between affordability and profitability.
3. **Enhanced Cash Flow:** Accelerating the PA process allowed for faster payments and improved cash flow, reducing the financial impact of delayed prescriptions.
4. **Improved Patient Outcomes:** By increasing medication adherence, patients experienced better health outcomes, adding long-term value to the pharmaceutical companies' GLP-1 therapies.

How Finstru Rx Finance Can Help...

This case demonstrates how a finance professional within a healthcare technology company was able to address market access challenges and optimize revenue for GLP-1 therapies. **Finstru Rx Finance** can offer expertise, focusing on:

- **Optimizing Pricing and Market Access:** Providing data-driven strategies to identify opportunities for improved pricing models and market penetration.
- **Financial Modeling for Copay Assistance Programs:** Assessing and implementing copay assistance programs to drive patient access and revenue growth.
- **Data-Driven Decision Making:** Leveraging insights and analytics to support strategic business decisions and maximize returns on high-value therapies like GLP-1s.

With extensive experience in healthcare finance, **Finstru Rx Finance** is positioned to help pharmaceutical companies navigate the complexities of market access, optimize profitability, and achieve sustainable growth.