

1. Introduction

The purpose of this study was to examine brand baskets across specialty therapies — namely immunology — and measure the impacts of a patient intervention solution on core key performance indicators (KPIs).

By leveraging early insights and smart case coordination, the solution aims to enhance the throughput of first-fill conversions our refill rates for those who may experience issues. Additionally, our patient intervention platform helps to:

- **Understand** access barriers impacting new patient starts and refills.
- **Optimize** strategies around coverage, enrollment, funding support, etc.
- **Benchmark** your patient services against others.

2. Methodology

The analysis aimed to investigate the effects of interventions (i.e., efforts made by pharmacies and manufacturers to expand access to medications using a patient intervention platform) on fill and refill rates among patients in three brands. These insights would offer deeper visibility and faster market alerts than traditional data sets.

Controlled A/B testing was used, assigning patients into two groups: those with and without interventions. The sample comprised 2,642 patients in each group, carefully examined with preset parameters of gender, age and payer information. Data was collected through Claritas Rx's data aggregation platform.

3. Results

From this analysis, we learned that patients' **fill rate improved after intervention 10%** on average, and **refill rate**, with a minimum of at least one more fill, was **up by 11% on average**.

The analysis provided a baseline of what one can expect and to emphasize the point, we looked at an application scenario example to extrapolate the impact of our platform on an immunology product. We looked at immunology brand basket, within ICD Group Rheumatoid Arthritis, data range 1/1/22-1/1/23.

▶ A mid-range drug was selected with 5,303 new patients written prescriptions per year, with 21% of patients who may be experiencing moderate to significant time delay issues (11 days or more).

▶ To calculate those at risk for the first fill, we took the 5,303 new patients/start/year × 21% to get 1,114 patients at risk for the first fill.

▶ By implementing the patient intervention solution, we can leverage the known 10% first fill rate lift and determine how many additional new patients for the first fill/per year were potential opportunities. 1,114 patients at risk for first fill × 10% = 111 additional new patients could be impacted positively for first fill, per year.

▶ To calculate how many patients remain on the therapy as well as the percentage of patients at risk of drop off, we took new patients/starts (5,303) × 38% fill rate + additional new patients (111) = 2,127 of patients had gone past their first fill.

▶ With 20% of patients at risk of drop off, we found 425 patients were likely to drop (2,127 × 20% = 425). We then added our 11% refill rate lift and arrived at 47 additional fills, meaning more patients staying on brand.

4. Conclusion

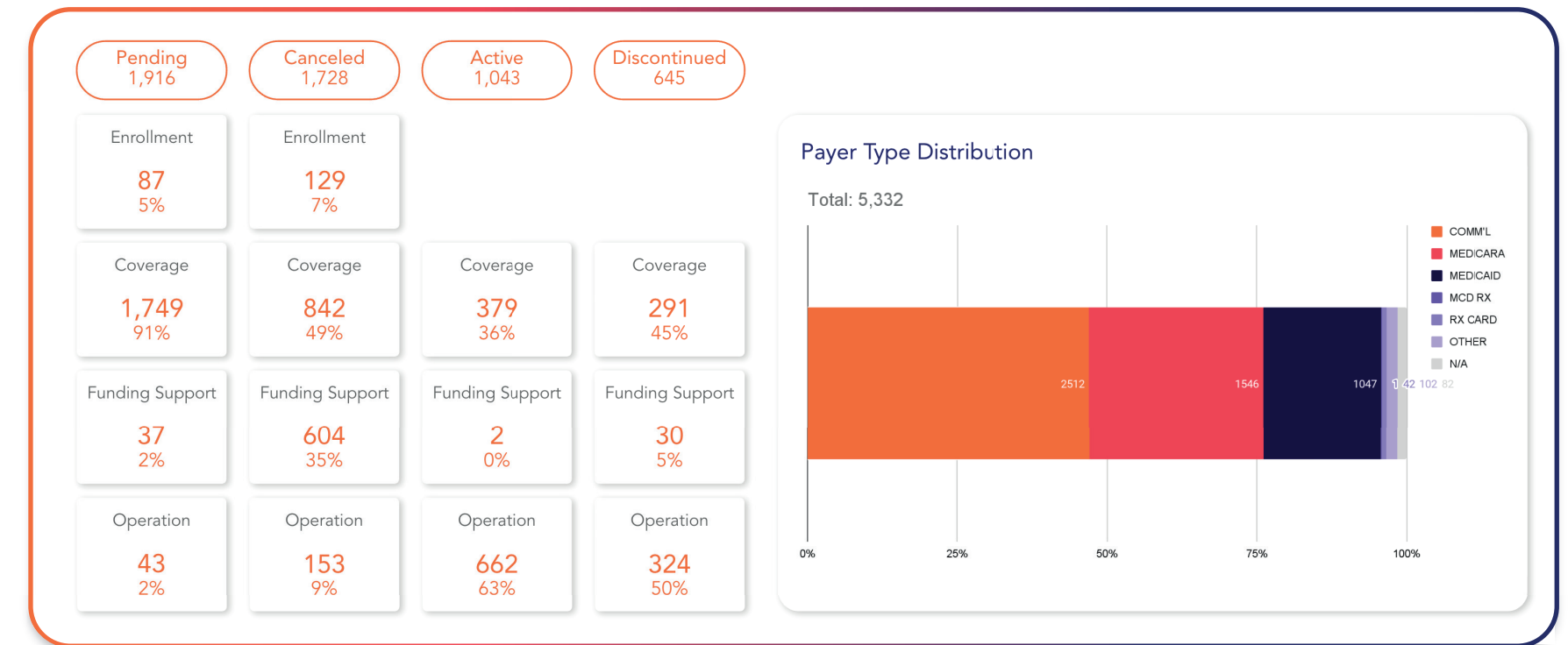
Customers that have used the patient intervention solution have improved the throughput of **first-fill conversions** and **refill rates** for patients who experience issues during their journey. On average, customers achieved:

- **Patient fill rates improved 10% first fill rate lift**, and **11% uplift in refill rates**, equating to over 300 patients starting and staying on treatment by year two of patient intervention.

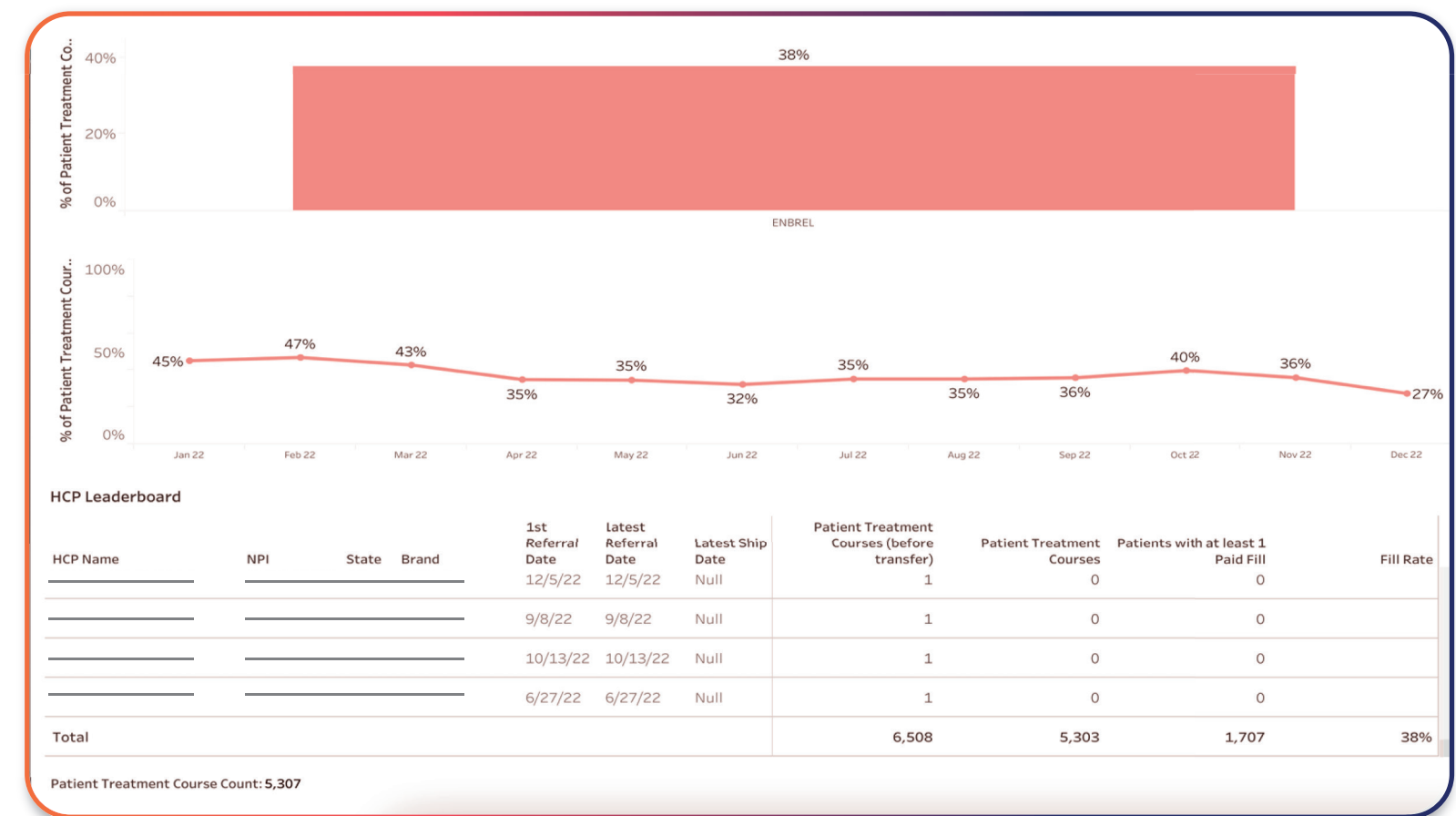
With the ability to look deeper into every aspect of the data, customers can understand the “why” behind patient issues on a granular level. When accompanied by real-time coordination, brands, partners and providers can help patients start and stay on treatment.

Claritas Rx patient intervention solution has been able to increase first fill and refill rates at a significant pace, translating to optimized patient services and, more importantly, improved access to the medication and treatments patients need.

Patient Journey Benchmarking: Patient Status



Patient Journey Benchmarking: Fill Rates



Patient Journey Benchmarking: Abandonment/Discontinuation Counts

