

Adding Value with Fit: Rare-Disease HUBs

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Fit Yields Success

The partners chosen by a rare-disease biopharmaceutical company in building a specialty pharmacy network can contribute to the success of orphan drug commercialization. Launching a life enhancing medicine is a one-time event and the patient service provider (PSP), or pharmacy HUB, can make or break a therapy's launch success efforts. In the world of rare diseases, where patient populations don't exceed 200,000, a conflicting dichotomy exists: rare disease patient populations are too small to command the service attention of large HUB service providers, yet such programs require the most intensive level of service of any HUB program. Selecting a misfit hub can jeopardize program success and result in missed opportunities for patient engagement.

Rare Therapies Require Rare HUBs

The inherent challenges of rare diseases demand a high-touch, personalized approach to program design, implementation, execution, technology, and continuous improvement. In 2018, HUB service provider RareMed Solutions disrupted the market equilibrium by providing PSP and Non-Commercial Pharmacy (NCP) services focused solely on rare diseases and their associated therapies. The existence of a rare-focused HUB makes commercializing a rare disease therapy considerably easier. Consequently, selecting a rare disease HUB can yield benefits for patients, the program, and the company while providing a substantive increase in value generated per dollar spent. Rare-focused HUBs can provide value through a variety of drivers.

“RareMed brings rare disease experience that no other HUB can match. They know what makes these conditions unique and how to structure programs to make them successful.”

- Vice President of Market Access at a biopharma partner*

* Details available on request

Rare-Focused HUB Value Drivers

The right size: A rare-disease HUB grows not by taking on the largest possible programs, but by taking on the right programs that benefit from its specialized expertise. Despite managing less populous programs, rare-focused hubs provide more acute attention to detail, more flexibility in program design and management, better-fitting technologies, and more open access to the highest level of industry experience.

Pure focus: A rare disease HUB must responsibly manage their new business pipeline to achieve long-term success. It staggers program launches such that implementations are never hindered by distractions. It grows in a tempered fashion so that current program quality only strengthens over time with focused continuous improvement efforts. Such a HUB

allocates resources to provide a concierge-like service to partners.

Engaged leaders: After business is awarded and agreements are signed, leadership in larger HUBs tends to shift focus toward bigger programs. Rare disease therapy programs necessitate continuous, ongoing leadership involvement. As such, rare disease HUB leadership will remain engaged to ensure long term program success and proactive program development.

Constant collaboration: A rare disease HUB must work collaboratively with biopharma manufacturers and networks to handle the nuances of rare conditions and the challenges generated by small-population therapies. A rare disease HUB has the flexibility to innovate together with partners and will collaborate to generate new capabilities needed to solve future challenges.

Disease state experience: A rare disease HUB brings deep experience to networks, driving access, engagement, and financial support. By dealing only with the rarest, most challenging conditions, a rare disease HUB can leverage a broad knowledge bank to enhance reimbursement support services and properly assist prescribers with prior authorizations and appeals. A rare-disease HUB will leverage clinical experience to educate patients about disease state and product nuances, while keeping patients continuously engaged.

Dedicated, specialized teams: Instead of sharing resources between programs, a rare-disease partner will build dedicated teams that are experts in specific disease states. Focusing on one patient population allows teams to deeply understand patient and prescriber needs to provide the highest level of support. Dedicated teams dramatically improve patient care, as team members become increasingly familiar with the nuances of specific disease states. They ask targeted questions and deliver intelligent feedback that can only come from singular focus.

Custom technology: A rare-disease HUB will utilize technology to drive program-specific value. End-to-end proprietary software code allows a rare-disease HUB to customize processes, data capture and reporting in a way that no large, unfocused HUB can replicate. If a HUB owns all its code, it can be nimble and make system changes quickly without relying on the rigidity of even partially vendor-managed technologies. Large HUBs can demonstrate “bells and whistles,” but customizability is the biggest technological value-driver for a rare disease therapy, given the unique population and the importance of each patient. A rare-disease HUB can provide a robust technological foundation based on best practices but will leverage their fluid technology to customize the end-to-end process, incorporating any “bell or whistle” in a fashion that better fits the requirements of the therapy.

Rare disease non-commercial pharmacy (NCP): A rare-disease HUB can also provide a focused approach to NCP services. Specialized clinical pharmacists and pharmacy staff are rare disease experts that can provide the highest quality care through a deep knowledge of complex disease states. Their exposure to rare disease products is not diluted by high-volume, non-rare therapies. A rare-focused NCP can provide

a consistent experience with network specialty pharmacies, matching or superseding the quality of service provided by commercial network partners, while at the same time, creating a seamless experience when paired with a PSP.

An Industry Pioneer

RareMed Solutions launched the first rare-focused HUB to fill the market gap that existed for providing concierge-level service to smaller, more intensive patient populations. A rare-disease HUB can capitalize on unmatched levels of experience in orphan medications without the potential distractions of a large, unfocused HUB. Highly trained associates, fully dedicated teams, rare-focused NCP, and sophisticated proprietary technology enable a rare-disease HUB to meet the unique needs of rare disorder partners.

More About RareMed Solutions

RareMed Solutions is the nation's only pure rare and devastating disorder patient service provider (PSP). Headquartered in a state-of-the-art facility in Pittsburgh, Pennsylvania, RareMed's RareSupport® teams provide non-commercial pharmacy dispensing, case management, co-pay, coupon, and financial assistance programs, reimbursement support, nursing support, healthcare professional education, and patient adherence & education. RareMed's onsite non-commercial pharmacy is licensed to dispense in all 50 states and the District of Columbia. The leadership team at RareMed has experience launching and managing complex therapies including injectables and products with cold-chain storage & shipment requirements. The company has a breadth of experience developing and maintaining therapy-specific solutions that ensure unparalleled manufacturer & patient satisfaction. RareMed's undivided rare disease focus, highly trained associates, fully dedicated teams, and sophisticated, proprietary RarePath® technology enable it to meet the unique needs of its rare and devastating disorder biopharma partners.

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