Shaping the patient and provider experience for your therapy
Accelerate your commercial efforts with a partner who delivers:

- **Optimized patient experiences** through seamless access to the therapies and interventions that impact outcomes
- **Success-driven partnerships** designed to solve your biggest business challenges
- **Market expertise and insights** to maximize outcomes across your therapy’s life cycle
- **Targeted connectivity and integration** to engage the broader healthcare system
Integrated solutions across the patient journey

EDUCATION
Optimize your investment in access and clinical support programs by engaging your HCPs and patient audiences through your channel and network strategy.

LOGISTICS
Leverage our channel and network strategy experts to design and implement customized solutions that ensure your therapy’s path through the supply chain.

ACCESS
Assist patients in adopting therapy by helping them overcome insurance barriers and afford their medication with HUB, co-pay offset and other patient-assistance solutions.

DISSPENSING
Leverage our channel strategy experts to design and implement solutions to secure your therapy’s path through the supply chain.

ADHERENCE
Improve health outcomes by engaging patients at critical stages throughout their treatment journey with behavioral coaching and clinical-support services.

SAFETY
Address and solve FDA requirements to drive consistent access and safe-use conditions for patients on your therapy.

Where science meets strategy... and outcomes are delivered

Design the best patient experience for your therapy

with passionate professionals, subject matter experts and commercial leaders, who have sat where you sit and are committed to helping you achieve the greatest business impact.

Maximize the value of your investments with end-to-end visibility across the patient journey that informs strategic decision making and delivery of targeted interventions.

Diagnosis and pre-therapy planning

- Strategize how to reach and engage patients
- Design your channel and network strategy
- Help patients afford and fill their prescriptions
- Educate HCPs on how to access your therapy
- Determine coverage for your therapy
- Resolve complex prior authorization and step edit requirements
- Solve complex logistics and handling requirements
- Track complex pharmacovigilance requirements

Solution:
- EDUCATION
- LOGISTICS
- DISPENSING
- ACCESS

Ongoing patient care

- Drive patient compliance on your therapy
- Follow up and monitor for side effects
- Educate HCPs and patients on medication use and administration

Solution:
- EDUCATION
- LOGISTICS
- ACCESS

Therapy initiation

- Educate HCPs on how to access your therapy
- Determine coverage for your therapy
- Resolve complex prior authorization and step edit requirements
- Solve complex logistics and handling requirements
- Track complex pharmacovigilance requirements

Solution:
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By McKeon
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**EDUCATION**

Optimize your investment in access and clinical-support programs by engaging patients at critical stages throughout treatment with behavioral coaching and clinical-support services.

**LOGISTICS**

Leverage our channel-strategy experts to design customized solutions to secure your therapy’s path through the supply chain.

**ACCESS**

Accelerate therapy adoption by helping patients overcome insurance barriers and afford their medication with Hub, co-pay offset and other patient-assistance solutions.

**DISPENSING**

Enhance speed to therapy for all patients through customized programs and end-to-end pharmacy solutions.

**ADHERENCE**

Improve health outcomes by engaging patients at critical stages throughout treatment with behavioral coaching and clinical-support services.

**SAFETY**

Address and solve FDA requirements to drive consistent access and safe-use conditions for patients on your therapy.

**Integrated solutions across the patient journey**

**Strategic planning**

- **EDUCATION**
  - Determine coverage for your therapy
  - Help patients enroll and fill their prescriptions
  - Educate HCPs and patients on medication use and administration
  - Follow up and monitor for side-effects

- **LOGISTICS**
  - Resolve complex prior authorization and step-edit requirements
  - Solve complex logistics and handling requirements

- **ACCESS**
  - Strive to reach and engage patients
  - Design your channel and network strategy
  - Educate HCPs on how to access your therapy

**Diagnosis and pre-therapy planning**

- **EDUCATION**
  - Ongoing patient care
  - Track complex pharmacovigilance requirements

- **LOGISTICS**
  - Drive patient compliance on your therapy

- **ACCESS**
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**RxMcKesson**
RxCrossroads by the numbers*

150+ biopharma companies served

530+ products supported

>90% of therapeutic areas

RxCrossroads
By McKesson

Powering your commercial solutions to drive patient success

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*Based on 2017 data
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