

Case Study

PAXMAN^o
PIONEERS IN SCALP COOLING

Following a five-year study, Paxman received FDA clearance in April 2017. The scalp cooling cap not only proved to be safe, but effective with more than 50 percent of patients successful in hair preservation.



The Paxman Scalp Cooling Story

An alternative to hair loss during chemotherapy.

“As a small business, we never could have had the resources to make our business grow so efficiently in the U.S. The value proposition of working with McKesson and their knowledge and expertise in the industry helped us scale our product delivery and offering exponentially. It’s our hope to have our scalp cooling caps offered to every chemotherapy patient in every physician’s office one day.”

*Richard Paxman
Chief Executive Officer of Paxman*

Situation

When Sue Paxman was diagnosed with metastatic breast cancer at the age of 34, she found herself emotionally devastated at the thought of losing her hair during chemotherapy treatment. Scalp cooling, a relatively new treatment intended to combat chemotherapy-induced hair loss was being offered in the United Kingdom, but was ultimately unsuccessful for Sue. Her hair was a strong part of her identity, and Sue’s husband Glenn set about to understand why the scalp cooling treatment did not work and what improvements could be made to help others maintain their hair. With a family background in refrigeration, Glenn and his brother developed the first Paxman scalp cooling prototype. Sue ultimately lost her battle with cancer, but the Paxman family business was determined to preserve Sue’s legacy by making scalp cooling a standard offer to patients going through their chemotherapy.

Navigating the U.S. Market

The scalp cooling cap had been used by more than 100,000 patients globally, and the team was ready to take their business to the United States. However, with Paxman headquartered in the United Kingdom, the legwork needed to enter the U.S. market was daunting. That didn’t stop the Paxman’s and they identified their first order of business, to obtain FDA clearance for their product, which required the organization of a successful clinical trial to bring their product to market.

“Working with Paxman has been a tremendous experience, supporting the business from their entrance into the market to seeing the product through to patient use. We are excited to help bring this new treatment to the U.S. and to support Paxman as they continue to grow.”

*Layne Martin
Vice President of Specialty Distribution
Services with McKesson*



Patient with Paxman cooling cap without cap cover. Inset shows cap cover with toggle.

The US Oncology Network Helps Launch the Clinical Trial

Paxman was introduced to McKesson Specialty Health and The US Oncology Network (The Network) in 2013. Joyce O’Shaughnessy, M.D., of Texas Oncology, an affiliate of The US Oncology Network and US Oncology Research, became involved with starting the Paxman clinical trial with 235 early-stage breast cancer patients. Paxman became more involved with practices and physicians in The Network, learning about community oncology and understanding how best to introduce scalp cooling in the U.S.

Supporting Paxman Throughout the Entire Product Lifecycle

With pending clearance from the U.S. Food and Drug Administration (FDA), Paxman needed to build its infrastructure and reached out to McKesson to help them build an effective business model for distribution in the U.S., with the right logistics and supply chain in place. Working with McKesson leaders, Paxman and McKesson created solutions to address all key distribution and customer touchpoints.

Following the five-year study, Paxman received FDA clearance in April 2017. The product not only proved to be safe, but effective, with more than 50 percent of patients successful in hair preservation. Patient cooling caps require a prescription by physicians, and McKesson was able to provide Paxman with all the support they needed, from helping patients process their prescription to home delivery to patient support throughout their treatment cycle. With the strength of McKesson’s channels behind them, Paxman found itself able to deliver caps to patients within 72 hours of diagnosis, and even less in urgent situations.

Richard Paxman, Chief Executive Officer of Paxman, said “As a small business, we never could have had the resources to make our business grow so efficiently in the U.S. The value proposition of working with McKesson and their knowledge and expertise in the industry helped us scale our product delivery and offering exponentially. It’s our hope to have our scalp cooling caps offered to every chemotherapy patient in every physician’s office one day. With access to services including McKesson’s information technology capabilities, administrative support and logistics capabilities, it is like having our own team in the U.S. We truly believe working with McKesson has been the best solution for us as we continue to seek out solutions for all areas within our product lifecycle and expand our footprint.”

McKesson distributes Paxman scalp cooling caps to physicians and treatment centers both within The US Oncology Network and beyond. Paxman scalp cooling caps are now offered at The Network affiliates including Rocky Mountain Cancer Centers, Texas Oncology, Virginia Cancer Specialists, Compass Oncology, Arizona Oncology, OHC and additional treatment centers outside of The Network, including MD Anderson and Memorial Sloan Kettering.

“Working with Paxman has been a tremendous experience, supporting the business from their entrance into the market to seeing the product through to patient use,” said Layne Martin, vice president of Specialty Distribution Services with McKesson. “We are excited to help bring this new treatment to the U.S. and to support Paxman as they continue to grow.”

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