

Case Study

Successful Collaboration Through Unique Product Requirements

A creative financial model enables access to an evolutionary new oncology therapy.

At a Glance

In the ongoing battle against cancer, pharmaceutical and biotech companies are developing highly innovative anti-cancer treatments. One such biotech company had released a therapy that garnered a great deal of attention as the first FDA-approved, personalized immunotherapy made from a culture of each patient's immune cells to target and attack the patient's cancer cells.

The novel therapy was entering the market at a high price point and required a new reimbursement coding classification. The anticipated implications of this were increased financial risk to providers who would have to order the treatment without knowing when reimbursement would occur, and the potential for a limited uptake of the therapy.

The biotech company needed a supply chain partner that could design a financial model readily available upon FDA approval that would make ordering easy and mitigate financial burden on the providers.

“McKesson Specialty Health’s willingness to be flexible, their ability to innovate, and flawless execution were instrumental to launching this groundbreaking treatment to cancer patients.”

Senior Director, Senior Brand Manager, Biotech Manufacturer



Need: An innovative biotech company needed to address anticipated financial barriers to the uptake of their soon-to-be launched unique oncology therapy.

Approach: The biotech company chose McKesson Specialty Health to be the exclusive supply chain partner for the launch of the product. To address the product's unique requirements, McKesson Specialty Health collaborated with the biotech company to design a highly customized financial model that enabled a same-day account set up and order processing without any upfront financial investment for providers.

Additionally, using detailed claims reporting from McKesson Specialty Health, the biotech company was able to identify various reimbursement barriers and provide assistance to practices struggling with slow reimbursement payments.

Results: Within weeks of FDA approval, providers were able to administer the treatment to their patients with mitigated financial risk, and receive hands-on assistance to facilitate reimbursements. As providers' confidence in reimbursement for the therapy increased, orders steadily grew. Within six months post-launch, the biotech company recalibrated its sales goals to reflect an upward trend in demand.

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