

DELIVERING UNIQUE FIELD REIMBURSEMENT SOLUTIONS FOR AN IMMUNOTHERAPY: A CASE STUDY

A large pharmaceutical company selected Covance for their field reimbursement services to support their new cancer immunotherapy targeting an un-resectable or metastatic cancer type.

Key highlights of this case study:

- ▶ Helped position the product in a very competitive field as similar immunotherapies came to market
- ▶ Handled access-related issues unique to each oncology provider to ensure more efficient reimbursement and build stronger provider relationships
- ▶ Improved overall market access in an expanding space

Understanding the Challenge

The client's immunotherapy was well-positioned for early entry in the market for its particular indication, but faced several market access challenges:

- ▶ Similar therapeutics for the same indication were likely coming to market in the near term
- ▶ The client's product label included the use of a laboratory test, introducing additional billing concerns
- ▶ A buy-and-bill model, along with high product costs, required careful understanding and communication about the payer policy and coding

Delivering Strategic Field Reimbursement

Given that the immuno-oncology market was growing rapidly, it was imperative that the client quickly establish market presence, engage with customers and ensure they received coverage and sufficient reimbursement.

Working directly with the client's hub partner, the Covance reimbursement team started its process by accessing real-time patient data to understand the latest patterns and trends. The Covance team was able to access relevant Protected Health Information that the client's sales force was not provided for compliance reasons, thereby enabling Covance to work with offices on a patient level.

Next, Covance established strong relationships with the hub's case managers to hear first-hand about the reimbursement issues faced by patients and providers. They reviewed the patients' Explanation of Benefits (EOB) statements to understand the reasons for denial, determined if the claims could be appealed and helped offices recoup payment for denied or underpaid claims.

Another facet of the Covance solution involved the product's use of a laboratory test. Before starting treatment, patients were required to have a biopsy needed for the specific laboratory results. The Covance team worked with the client's hub partner to ensure that physicians and pathologists captured appropriate documentation and knew how to submit claims for the test, assistance that helped facilitate reimbursement to the providers, supported coverage for the patients and strengthened provider relationships.

Because the product was a buy-and-bill drug, the Covance team found that a different level of expertise was necessary to communicate payer policy, billing and coding. Therefore, the team identified the specific needs of those ordering the client's product, typically office managers or financial counselors in an oncology facility. Covance also adjusted the hiring profile for its field reimbursement team to include members with specific experience in working with billers, coders and health care provider offices to better meet the client's needs.

With a new understanding of the client's unique operations and challenges, Covance applied these insights to help educate the client's hub service so they could better serve this target group and assist them with more efficient reimbursement. The reimbursement team also educated healthcare providers on the client's access services so that they could easily access billing and coding support, co-pay assistance and could handle underpaid or denied claims.

Together with the client's sales force, Covance worked to share key strategies throughout the process and identify access-related issues unique to each provider. These steps helped build stronger relationships with key oncology accounts and enabled faster response to case-specific concerns.

Value to the Client

The client's immuno-oncology product was in a competitive field, stressing the need for comprehensive support services to win over customers and communicate the product's overall value, safety and efficacy. By providing crucial insights, maintaining provider relationships and quickly responding to case-specific concerns, Covance was recognized as an integral part of the client's oncology field team that helped improve patient access and strengthen market presence.

Now, many immuno-oncology drugs are expanding with new indications and label changes. Covance will continue to adapt its field reimbursement strategy to help the client's buyers bypass any hurdles, receive timely reimbursement and ultimately ease the path between the product and patients in need.

**Learn more about our market access solutions at
www.covance.com/marketaccess**

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