

Overcoming an Unintended Spillover Quantity Limit

Account Manager communication playbook, training, and resource kit

Situation

A leading pharmaceutical manufacturer had recently obtained an indication for **once-daily use (OaD)** for erectile dysfunction (ED) to supplement its original **as needed (PRN)** indication. With quantity limits (QLs) of 4 to 8 tablets already existing on its and similar PRN products, a spillover effect resulted in a blanket QL placed on the drug, even when prescribed for OaD use.

Challenges

- Determine the factors leading to a QL on the product's OaD formulation
- Develop a strategic approach and tactical plan to encourage immediate correction by plans and PBMs

Solution

Primary market research was conducted with payers to determine causal factors for the QLs placed on the drug's OaD dosage tablet. Factors included:

- Lack of differentiation from PRN agents
- Concern that 30 tablets/30 days coverage of OaD will increase overall ED market utilization
- Misperception that a 1-month supply of OaD is significantly more expensive than PRN
- Pharmacy classification system errors

Precision partnered with the client to develop a strategic plan to support Account Managers (AMs) in the facilitation of payer discussions to mitigate the causal factors that led to the incorrect QL. The strategy centered around the development of several internal training tools, as well as customer-facing (external use) leave-behind pieces, provided in an AM toolkit. These toolkit resources were designed to support AMs in:

Increased QL correction for the ED product's OaD formulation in the following months directly coincided with the field implementation of the AM toolkit

- Gauging customer receptivity to ED coverage and perceptions of OaD vs PRN in advance of customer discussions
- Selecting appropriate tools to address specific customer concerns about 30 tablets/30 days coverage of the ED product's OaD formulation
- Preparing for potential scenarios that might arise during customer interactions regarding the QL correction

Internal set of AM training tools included in the kit:

- Customer Communication Playbook: A step-by-step approach to QL correction for OaD
- Customer Profiling Tool: Worksheets in a tear pad format for AMs to utilize in advance of customer interactions to better understand the reasons behind the incorrect QL on a per-customer basis

External tools/leave-behinds for effective discussions with customers:

- Pharmacokinetics Leave-Behind: Side-by-side comparison of OaD vs PRN, including the PK profile which supports once-daily dosing for OaD
- Market Dynamics Sell Sheet: Provides ED market growth over time and OaD market share performance with a corrected QL to demonstrate that correcting the QL does not grow the ED market
- Myth vs Fact Leave-Behind: Addresses dosing and net cost misperceptions about OaD that led to the original QL

Results

Rollout of the complete kit to AMs during a live training session resulted in highly positive client feedback, and the toolkit was shared as a valuable payer resource with other brand teams. Increased QL correction for the ED product's OaD formulation in the following months directly coincided with the field implementation of the AM kit and external tools, resulting in a call for internal best practice case studies to be rolled out quarterly to highlight AM successes utilizing the kit to reverse QLs on the product.

For more information, please contact us
at info@precisionforvalue.com, or
visit precisionforvalue.com.



EVIDENCE | COMMUNICATION | ACCESS