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CASE STUDIES

Market Access – HCP & Patient Support



PROJECT	SUBJECT MATTER
Case study development	Market access
Patient journey infographic	Prior authorization
Cross-functional content direction	Patient support services
	Buy & Bill / reimbursement
SECTOR	AUDIENCE
Neurology	HCP / Provider
Specialty infusion	Payer
Healthcare technology	Pharma manufacturer
	Patient
STRATEGY	COMMUNICATION
Outcomes storytelling	Case study
Process visualization	Data visualization
Payer & pharma-facing proof points	Process infographic
	Patient testimonials

Case study and patient journey development for a specialty infusion technology platform

CHALLENGE
Elevate Health Technologies needed to prove the commercial and clinical value of its OnePulse Connect in-office infusion and dispensing program to prospective specialty practices, payers, and pharma partners. Program data, practice revenue, patient outcomes, satisfaction scores — lived across separate clinical, billing, and survey systems, and the underlying access workflow (benefits investigation, prior authorization, medically integrated dispensing, Buy & Bill reconciliation) was too complex for non-technical stakeholders to grasp in a sales or partner conversation. Two deliverables were needed: a defensible, data-backed case study proving the program worked, and a clear visual explanation of how it worked.

ACTION
Directed a cross-functional team through data collection, content, and design for both deliverables. Partnered with the CMO on strategic priorities and outcome benchmarks, worked with marketing managers on practice and program performance data, and collaborated with office nurses and clinical staff to capture patient testimonials and validate workflow accuracy. Directed copywriting in translating clinical and operational detail into clear, audience-appropriate language.

Designed “Delivering Results: Integrated In-Office Infusion & Dispensing,” a sourced case study covering revenue growth, dispense volume growth, treatment compliance, and a cited outcomes comparison against external infusion, built as a leave-behind for payer, pharma, and practice audiences. Directed “Elevating the Patient Journey,” an infographic mapping the full OnePulse Connect workflow, from electronic Rx receipt through benefits investigation, prior authorization, medically integrated dispensing, and reconciliation, into one navigable visual for HCPs, payers, and internal teams..

RESULTS
Delivered two complementary market access assets built on a shared, cross-functionally validated data set: a sourced case study demonstrating +71% revenue growth, +143% dispense volume growth, a 98% infusion appointment completion rate, and 97% patient satisfaction, and a process map that gave sales, marketing, and partner-facing teams a single, reusable way to explain a complex access and reimbursement workflow.every channel and every audience from day one of launch.

+71% revenue growth and +143% dispense volume growth documented in a sourced case study	Complex benefits investigation-to-reimbursement workflow translated into one navigable process map	Cross-functional team spanning CMO, marketing, clinical staff, and copywriters aligned around a single data set	97% patient satisfaction and 951 completed infusion visits captured as proof points for payer and pharma conversations
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Full case study spread: “Delivering Results” for OnePulse Connect’s Integrated In-Office Infusion & Dispensing program

ONE STUDY INTEGRATED IN-OFFICE INFUSION & DISPENSING

ELEVATE health technologies
OnePulse Connect

DELIVERING RESULTS:
**Integrated In-Office
Infusion & Dispensing**

Within a Leading Neurology Specialty Practice

Challenges (Prior to Program Implementation)

- Delayed patient access to critical biologic infusion therapies due to scheduling and external referral bottlenecks
- Lack of structured system to capture patient-reported outcomes (PROs) – limiting ability to demonstrate clinical value to payers and pharma partners
- Complex Prior Authorization process resulted in therapy delays and high administrative burden

Challenges (Prior to Program Implementation)

Prior Authorization

Request Date: _____ FIRST NAME: _____ DATE: _____

ELEVATE health technologies

ONE STUDY INTEGRATED IN-OFFICE INFUSION & DISPENSING

THE SOLUTION

BENEFITS OF INTEGRATED In-Office Infusion & Dispensing Program

Elevate Health Technologies' OnePulse Connect In-Office Infusion and Dispensing programs enabled patients to receive access to infusion treatments and medications directly on site, alleviating the need to navigate external infusion centers or pharmacies.

FOR PATIENTS

- Consistent clinical team to build patient relationships
- Faster access to infusion treatments and specialty medications
- Insurance navigation and financial assistance support
- No travel to external infusion centers or specialty pharmacies

FOR THE PRACTICE

- Structured Patient-Reported Outcomes (PRO) captured at every infusion visit
- Real-time clinical documentation via proprietary technology platform, integrated into EHR
- In-house specialty drug revenue retention (Buy & Sell)
- Robust data-matrix and outcomes reports for Pharma partnerships
- Comprehensive patient education and communications

PRACTICE REVENUE & PROGRAM GROWTH

PROGRAM SUCCESS - Treatment Completion

+71% Revenue Growth (Q3 - Q4 2023)

+143% Dispense Volume Growth (Q3 - Q4 2023)

88% Infusion appointment completion rate

951 completed infusion visits

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ONE STUDY INTEGRATED IN-OFFICE INFUSION & DISPENSING

ELEVATE health technologies
OnePulse Connect

ENHANCED ACCESS & OUTCOMES
In-Office Infusions Vs. External SP-Coordinated Treatments

	IN-OFFICE INFUSION	SPECIALTY PHARMACY COORDINATED EXTERNAL INFUSION	
Time to First Infusion	✓ ≤ 7 days	✗ 20-21 days	Source: 2023, November 2024
% Infused + % Days	✓ ≥ 80%	✗ 48.6%	Source: 2023
Patient Education Completion	✓ 100%	✗ Variable	Source: 2023
Clinic Visit Adherence	✓ ≥ 70%	✗ 21% (Home)	Source: 2023
ED/Neurology Admission (Post-Infusion)	✓ ≤ 3.5%	✗ 4.4% (Home)	Source: 2023
Drug Waste Rate	✓ ≤ 20%	✗ 50%	Source: 2023
Primary Medication Management	✓ < 5%	✗ 9.8%	Source: 2023
Therapy Persistence (6 months)	✓ ≥ 75%	✗ 52%	Source: 2023

ELEVATE health technologies

ONE STUDY INTEGRATED IN-OFFICE INFUSION & DISPENSING

Patient Testimonials & Feedback

FEEDBACK FROM PATIENT SURVEYS CONDUCTED AT THE HEALTHCARE PRACTICE

Patients prefer Elevate Health Technologies' OnePulse Connect infusion services to external infusion centers

97% Patient Satisfaction (Patients who received services at the practice vs. external infusion centers)

+80 Net Promoter Score (Patients who received services at the practice vs. external infusion centers)

4.8/5 In-Office Infusion Clinic Rating (Patients who received services at the practice vs. external infusion centers)

“I like calling the practice – I actually get to speak with someone who helps me every time. The nursing team knows me by name and I’ve never left an infusion without feeling taken care of.”
— In-Office Infusion Patient

“You have your doctor there in case, because I get side effects sometimes. In case something happens, you know that they’re in the same office space.”
— In-Office Infusion Patient

“The environment was welcoming, and nurses were kind and respectful as well as open to answering even odd questions.”
— In-Office Infusion Patient

“Thanks to the new infusion nurse Adhena! She made the experience so much better.”
— In-Office Infusion Patient

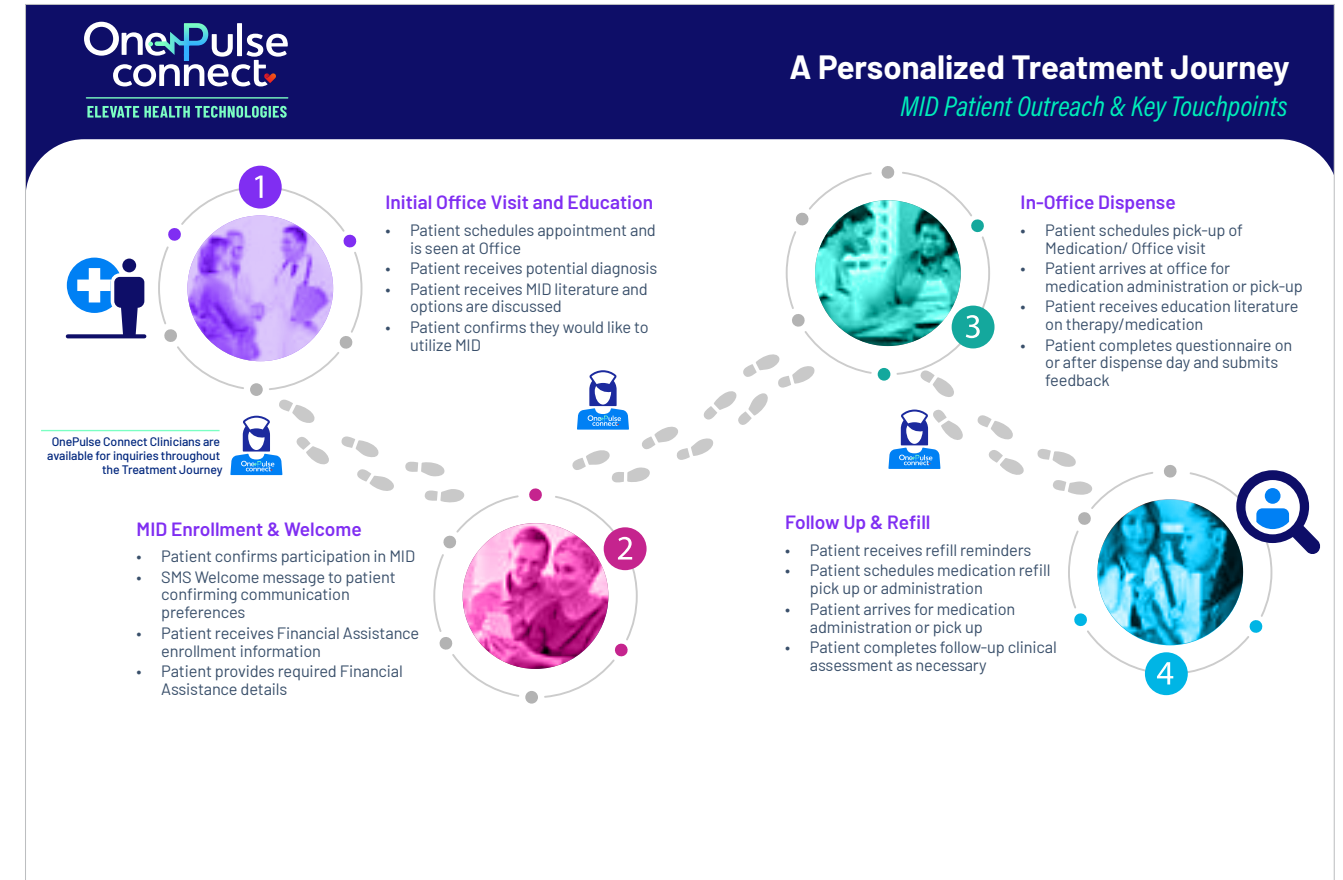
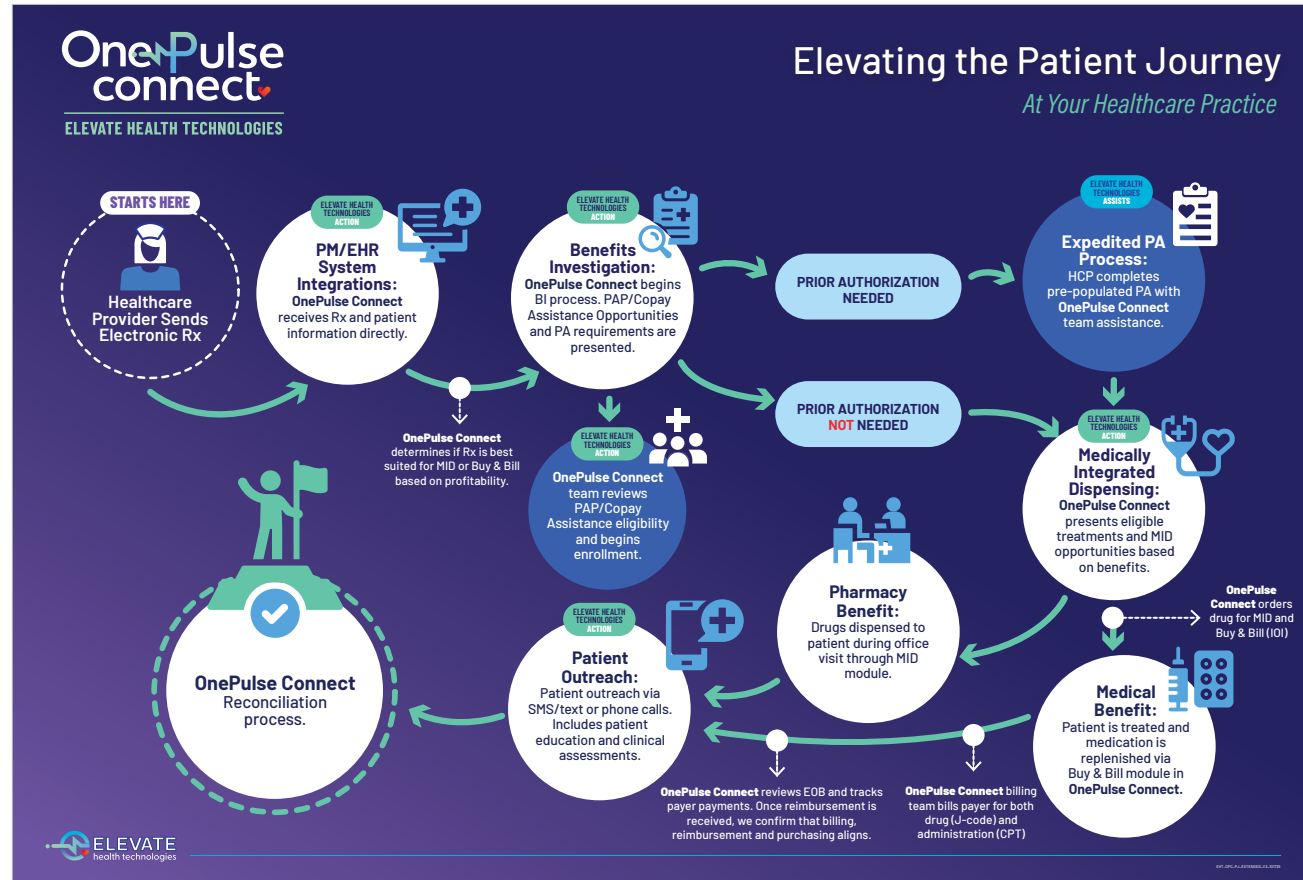
ELEVATE health technologies

Visit elevatehl.com or scan here.





Infographics for OnePulse Connect's patient access workflow and treatment journey





PROJECT

Enterprise rebrand
Creative direction
Brand governance

SECTOR

Specialty pharmacy
Rare disease
Oncology
Immunology

STRATEGY

Global brand positioning
Market repositioning
Commercial strategy
Brand stewardship

SUBJECT MATTER

Market access
HCP engagement
Patient support
Payer communications

AUDIENCE

Payer
Provider
Patient
Pharma manufacturer

COMMUNICATION

Visual identity system
Messaging framework

Enterprise rebrand and market repositioning for a global specialty pharmacy leader

CHALLENGE

AscellaHealth had grown rapidly through acquisition but operated under four separate legacy brand identities, creating market confusion, limiting credibility with payer partners, and undermining its ability to attract new specialty pharmacy clients. For a company with global ambitions in specialty pharmacy and rare disease, the fragmented brand was actively working against its commercial strategy. A complete repositioning was required, not just a new logo, but a coherent story and visual system capable of carrying the brand across every touchpoint, audience, and market.

ACTION

Served as Creative Director leading the full enterprise rebrand from discovery through deployment. Partnered with executive leadership and external brand consultants to develop a brand architecture that reflected AscellaHealth's true scale and global ambition. Directed the complete identity system, logo family, color palette, typography hierarchy, iconography, photography direction, and modular layout principles designed to scale across enterprise, patient-facing, and partner applications. Directed and mentored an internal design and copy team through concept development, iteration, and creative review, while managing external design consultants brought in for specialized production.

Developed a comprehensive messaging framework and brand voice aligned across payer, patient, and provider audiences. Directed rollout across digital platforms, omnichannel campaigns, event and conference presence, executive communications, and partner brand identities including Actum Pharma. Established brand governance systems and training materials to ensure consistency across internal teams and external vendors from launch.

RESULTS

Repositioned AscellaHealth as a globally recognized specialty pharmacy leader — with a unified brand system that held together across every channel and every audience from day one of launch.

Americas' Fastest Growing Companies
— Financial Times

Stevie Award
Best Marketing Group 2023 —
American Business Awards

Legacy identities consolidated into one
coherent brand system

Expanded market recognition across
international specialty pharmacy
markets

Redesigned and branded corporate site, US and EU



Digital and print ads



A Global Specialty Pharmacy & Healthcare Services Provider

End-to-End Solutions Serving Patients, Life Sciences Manufacturers, Payers, and Providers

- Pre-Commercialization & Market Access
- Distribution, Wholesale, 3PL Services
- International Specialty Pharmacy Fulfillment
- Patient Support/ HUB Services
- Copay Assistance Programs
- Unique Pharmaceutical Financial Solutions
- Specialty Pharmacy and Medical Benefit Management

Customizable Specialty Pharmacy and rare disease solutions for improving medication access, optimizing cost savings, and enhancing the patient journey.



1055 Westlakes Dr. Suite 200 | Berwyn, PA 19312 | Phone: **#1 877 389 9040** | AscellaHealth.com



Healthcare Innovator Finalist

AscellaHealth is proud to be Recognized as a 2024 PACT Enterprise Award

Congratulations to all other finalists!

A Global Specialty Pharmacy & Healthcare Services Provider

Serving Patients, Life Sciences Manufacturers, Payers and Providers

- Pre-Commercialization & Market Access
- Specialty Pharmacy Fulfillment
- Distribution, Wholesale, 3PL Services
- Patient Support & HUB Services
- Pharmaceutical Financial Solutions for High-Cost Therapies
- Customizable Copay Assistance Programs
- Specialty Pharmacy & Medical Benefit Management

ascellahealth.com

PHAD324001.TBD



A Global Specialty Pharmacy and Healthcare Services Provider

Serving Patients, Life Sciences Manufacturers, Payers and Providers

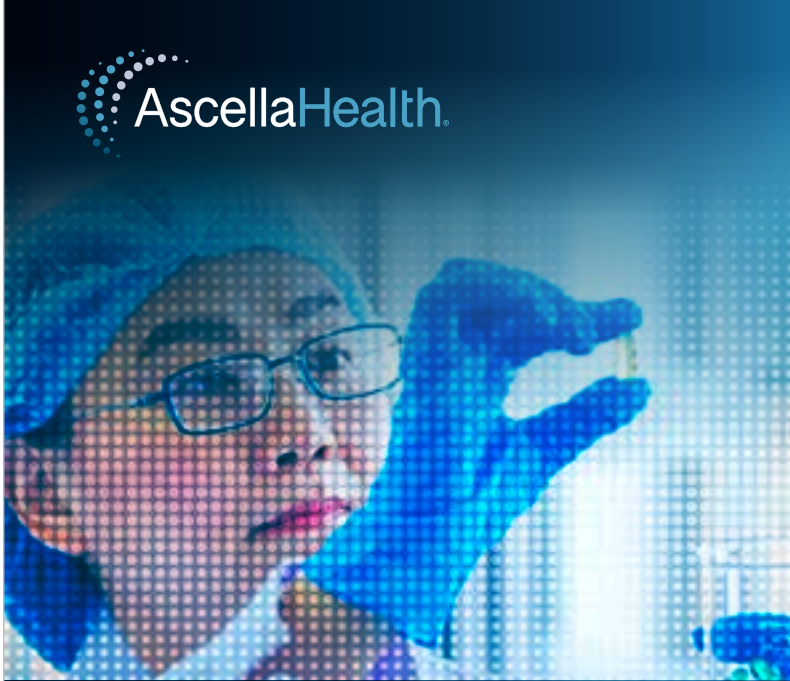
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Brochures for capabilities



AscellaHealth.

Streamlined Commercialisation of Therapies for Complex, Chronic Conditions

A GLOBAL PARTNER DELIVERING END-TO-END SOLUTIONS



ABOUT ASCELLAHEALTH

AscellaHealth partners with life sciences manufacturers around the world, enabling them to successfully commercialise therapies for complex, chronic conditions. Our comprehensive suite of services guides clients through every stage of the commercialisation process, from clinical trials through approval, pre-commercialisation support, and ultimately transitioning patients into therapy.

Our global expertise in specialty distribution and fulfillment, data analytics, and patient support/HMO services allows us to accelerate product launch, provide an ecosystem of financial support to our partners, and ensure patients have access to the care they need for better outcomes.

Visit ascellahealth.com.

OUR GLOBAL FOOTPRINT & GROWTH

AscellaHealth's exponential growth over the last decade and expansion into Europe positions us to provide global commercial solutions to address common market needs.

1556% Revenue Growth from 2018-2021

2024 & BEYOND

2020 Acquisition of Gen-Specific Pharmacy

2013 Acquisition of Takeda Oncology's Commercial Division

CASE STUDY 2: CLINICAL TRIAL DESIGN & TRANSITION TO COMMERCIAL PRODUCT

THE SITUATION: A rare disease manufacturer with a product set to launch in a crowded market with three main competitors was seeking a worldwide specialty pharmacy provider to assist in the clinical trial design, sample launch, and distribution of their product in a virtual way which would support market share from competitors.

THE SOLUTION: As a trusted global commercialisation partner, manufacturers rely on AscellaHealth as a single resource for managing all phases of speciality commercialisation and sales through strategic product distribution, HMO/HCP engagement, as well as implementing go-to-market strategies.

The AscellaHealth service model supports product development from Phase 1/Phase 2 and Expanded Access Programmes (EAPs) to commercialisation and transition into therapy. As part of our customer program, supporting clinical trials, AscellaHealth's commercial team can build and sustain patient populations that expand regions and increase opportunities for drug utilization.

As a result of being fully engaged during the pre-commercialisation trial design and launch planning, 70% of patients who completed the clinical trial seamlessly transitioned to post-product entry. 100% of commercial availability, with the remaining 30% starting the transition within 90 days.

THE RESULTS

100% Completed Transition	90% Patient Conversion Rate	88% HCP Engagement Rate (12 Days Upon First Approval)	96% Patients Commercialized within 30 Days
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eBooks supporting ad boards, specialty pipeline, and global capabilities



Email and social media campaigns, newsletters



A RARE AND SPECIAL PERSPECTIVE™

Your single-source partner for customized rare disease and specialty pharmacy solutions- enabling enhanced access and outcomes.

JOIN US FOR:

PHARMACONNECT

An Exclusive Cocktail Reception and Networking Event

Tuesday, May 2, 2023
5:30 pm - 8:30 pm

Encore at Wynn Las Vegas
Encore Duplex Suite # _____

Please RSVP:
businessdevelopment@ascellahealth.com



For more information about AscellaHealth SCAN THIS QR CODE.

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Berwyn, PA 19312
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ascellahealth.com



A RARE AND SPECIAL PERSPECTIVE™

Navigating the Complex Drug Commercialisation Process



Join Industry Expert, [Leslie Galloway](#) and AscellaHealth for Key Strategies for Success!

We understand the plethora of challenges facing pharmaceutical manufacturers trying to launch novel therapies into the UK market. During this informative discussion, [Leslie Galloway](#), Chairman EMIG, Co-founder & Chairman, Tetris Pharma Ltd. will share important specialty drug commercialisation challenges and insights to help ensure success and speed to market.

Key Discussion Topics:

- Key considerations in bringing a product to market and getting it reimbursed
- The changing reimbursement landscape for speciality products
- The benefits of an Early Launch Plan

Also hear from AscellaHealth leadership team and CEO, [Dea Belazi](#), PharmD, MPH on innovative approaches to streamline commercialisation.

Streamlining the Launch: Key Insights to Enhance Commercialisation Success

Wednesday, 22 May, 2024
14:00 - 17:45

The Garden Room at [The Goring](#)
15 Beeston Place, London, SW1W 0JW

Speakers & Panel Members:
[Leslie Galloway](#), Chairman, EMIG, Co-founder & Chairman, Tetris Pharma Ltd.
[Dea Belazi](#), Co-founder & CEO, AscellaHealth
[Gillian Molloy](#), Director of Market Access, AscellaHealth

Networking Reception
Immediately following the event.
18:00 - 20:00

The Terrace at [The Goring](#)

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A RARE AND SPECIAL PERSPECTIVE™

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A RARE AND SPECIAL PERSPECTIVE™

Payer Spotlight



Infusion Therapy Site of Care Optimization: Quality & Economics
SOC Selection and why this is still a big issue

Industry analysts predict a **7.0%** year-on-year medical cost trend in 2024 in both Individual and Group markets, a notable increase from previous years. The uptick is largely being attributed to the rapidly escalating costs associated with specialty drugs which are predicted to continue to grow at double digit rates.

From health plans to self-insured employers and pharmacy benefit managers (PBMs) – there is increased pressure to better address the cost of infusion therapies. The expense of infusion therapy varies depending upon the type and dosage of medication, ranging from **\$200 to \$1,000** or higher per treatment with a significant percentage of patients requiring ongoing treatments on a weekly or monthly basis.

What is a Biologic or Specialty Product?

Biologic medications and specialty products often involve administration through an intravenous needle or catheter, while others are administered via alternate routes of administration, such as intramuscular, epidural and self-injectable means. These products include a wide range of treatments such as vaccines, blood and blood components, allergens, somatic cells, gene therapy, tissues and recombinant therapeutic proteins. They are derived from natural sources (humans, animals and microorganisms, etc.) and are created using various biotechnological methods. Biological products often represent the cutting-edge of biomedical research and, in time, may offer the most effective means to treat a variety of medical illnesses and conditions that presently have no other treatments available.

A year's worth of infusion therapy treatment can range from several thousand to tens of thousands of dollars. For example, the annual cost of rheumatoid arthritis (RA) infusion therapy in a hospital setting routinely costs payers between **\$36,000 to \$47,000**.

As payers seek to take back control of their pharmacy and medical spend, Site of Care (SOC) optimization is an opportunity to capture savings.

While alternative SOC options were first introduced in the 1980s, there are increased pressures in 2024 for cost-containment at every level of healthcare delivery. Coupled with advances in the clinical administration of the therapies, new technologies, and increased demand for quality improvements, there are now multiple opportunities for SOC optimization. For individuals requiring long-term therapy, inpatient care is not only tremendously expensive (\$6 billion annually nationwide) but also prevents the individual from resuming a normal lifestyle and work activities.

There is a cascade of specialty drug launches expected throughout 2024, adding to the massive market. SOC optimization can unlock greater value by enabling patients to receive specialty infusion medication allowing for more responsive care and saving payers on overall costs.

Working with providers to transition patients from high-cost environments like large hospitals with inpatient and outpatient facilities to more economical settings, such as physicians' in-office infusion suites or stand-alone Infusion Centers, proves to be an advantageous approach. Alternate sites of care not only offer cost savings but also deliver a more comfortable care environment and higher-quality care with flexible scheduling, aligning seamlessly with the preferences of both patients and payers.

At AscellaHealth, we put patients at the center of everything we do, and this has led us to emphasize the importance of optimizing SOC in our offerings to enhance access to more convenient, quality-focused settings, increase patient engagement and compliance rates, improve clinical outcomes and lower costs. For example, our professional team has leveraged their extensive industry knowledge and expertise to introduce a proprietary Home Infusion Pharmacy Network offering payers and patients a less intrusive and more cost-effective option for infusion therapy. This nationally recognized solution is acclaimed for effectively reducing costs without compromising quality of care for the administration of specialty medications.

Home infusion therapy has been shown to be highly effective in improving patient outcomes. One [study](#) found that, compared to medical setting infusion patients, home infusion patients were no more likely to have adverse drug events or side effects. What's more, clinical outcomes were as good if not better. For example, home infusion

10



PROJECT

Patient support program
Provider portal creative
HCP communications

SECTOR

Cardiology
Hematology
Oncology
Specialty pharmacy

STRATEGY

Access simplification
Patient enrollment strategy
Provider adoption
Brand stewardship

SUBJECT MATTER

Market access
Patient support services
HCP engagement
Payer communications

AUDIENCE

HCP / Provider
Patient
Payer
Office staff

COMMUNICATION

Patient support materials
Provider portal guide
Benefits verification tools
Regulatory-compliant creative

Provider enrollment and patient access guide system for a global pharmaceutical leader

CHALLENGE

Bristol Myers Squibb needed clear, compliant, and engaging creative to support provider enrollment and patient access across its BMS Access Support® ecosystem — spanning the Value Pack manager guide, the MyBMSCases provider portal, electronic benefits re-verification (eBRV) tools, and product-specific reimbursement resources such as OPDIVO®. Healthcare office staff and prescribers needed intuitive, step-by-step guidance through complex benefits verification, prior authorization, coding, and co-pay support workflows — all within a tightly regulated promotional environment where clarity and compliance had to coexist. Generic or visually inconsistent materials risked under-utilization of programs designed to improve patient access to critical cardiovascular, hematology, and oncology therapies.

ACTION

Led full creative development across the BMS Access Support suite at Mota9 Creative, working within strict BMS brand and MLR/regulatory requirements. Directed a team of designers and UX talent across five concurrent deliverables, running internal reviews and critiques to keep design and messaging consistent ahead of each MLR submission. Designed the Value Pack User Guide for Managers as a multi-page interactive resource walking managers through uploading files, accessing the Digital Asset Manager (DAM), and navigating the Value Pack workflow end to end — built for both digital and print with clear visual hierarchy for busy office staff.

Built the eBRV Patient Electronic Benefits Re-Verification Resource, a step-by-step provider guide covering dashboard navigation, patient list management, and the full re-verification request process. Developed the OPDIVO Quick Reference Guide for Reimbursement and Coding, summarizing ICD-10-CM and HCPCS codes, dosing schedules, and Select Important Safety Information. Designed the BMS Access Support leave-behind folder system for in-office use by Access & Reimbursement Managers, and directed the MyBMSCases Provider Portal User Guide, translating enrollment and case-tracking workflows into plain, accessible language.

RESULTS

Delivered a unified, MLR-compliant guide system across five distinct BMS Access Support touchpoints, giving healthcare office staff a consistent visual and navigational language whether they were enrolling a patient, re-verifying benefits, checking OPDIVO coding, or logging into the provider portal — reducing friction across the entire patient access journey.

Guide systems unified under one BMS Access Support visual language

Built for MLR-regulated deployment across print and digital

Consistent navigation across provider, patient, and payer touchpoints

Delivered across cardiovascular, hematology, and oncology therapy areas

Interactive training guide

Value Pack

The User Guide for Managers

What's In This Guide

Select the button below to lead you to the guide section or continue to the next page for step-by-step directions.

Uploading Files

Step-by-step guidance for organizing, naming, and tagging files

Managing Pages

How-to for adding new pages and updating existing pages, including quick links

Resources

Maintain and add external website links to the Resources section of the site

RRP

Rapid Response Process (RRP). Maintain and add individual email addresses to the RRP form notifications

Contacts

Easily manage a list of Value Pack contacts

Permissions

How to grant and remove access



Value Pack

Uploading Files

Managing Pages

Resources

RRP

Contacts

User Permissions

Uploading Files: User-Facing View

Here's what you will see once files have been uploaded. Select a button below to visit that section in this guide.

Page

Tab

Section

Sub-section

File



Value Pack

Uploading Files

Managing Pages

Resources

RRP

Contacts

User Permissions

Resources: Section Overview

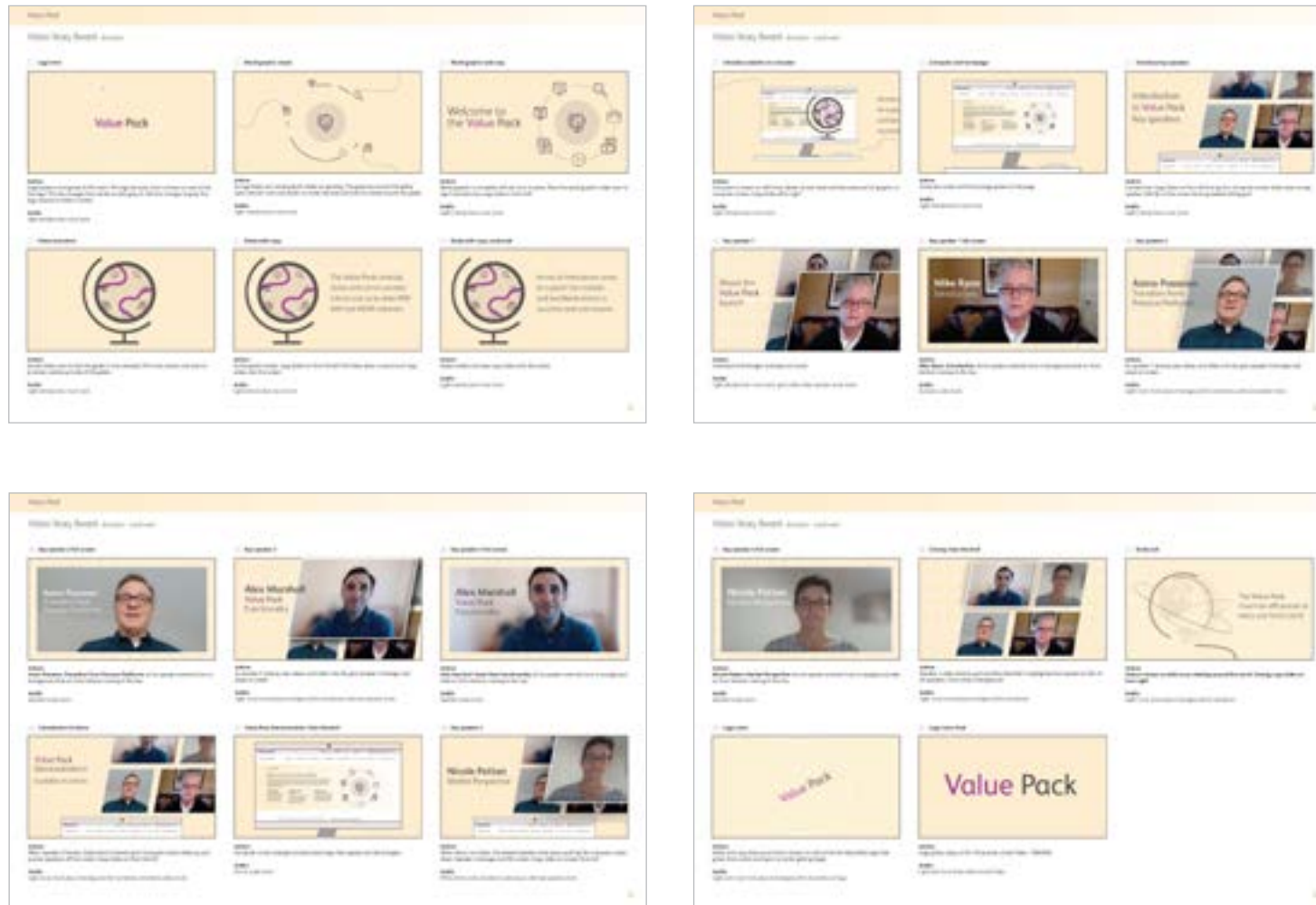
As a Value Pack manager, you may be asked to maintain and add quick links in the Resources drop-down menu. Quick links direct Value Pack users to external websites of interest. This section will focus on:

✓ How to add a new quick link to the Resources drop-down menu

✓ Editing existing quick links necessary for updates or broken links



Promotion video



Internal group emails



Coming Soon!

The new **Value Pack** will go live in early May!

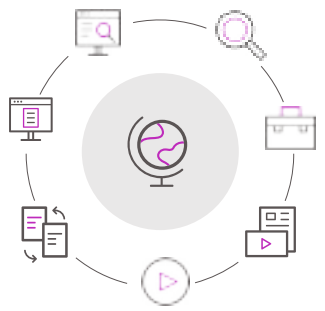
We are excited to announce that there is a new, one-stop resource on the way to help you access critical WW VAP & HEOR information across all therapeutic areas. The new Value Pack will centrally store and communicate critical and up-to-date WW VAP & HEOR materials to support the markets in launches and submissions.

The new Value Pack unifies and takes the best of both of our two previous platforms – the heritage Value Pack and PACE Hub. We have improved the user experience in the new Value Pack through greater consistency across the portfolio, simplified navigation, and personalized updates - **and it's coming your way soon!**

The heritage Value Pack and Pace Hub platforms will be retired once the new Value Pack goes live. Critical files will be migrated to the new Value Pack and its ease of use will make for a seamless transition.

Be on the lookout for more information on the launch of the new Value Pack!

Best,
Alex Marshall



The diagram shows a central globe with a heart symbol, surrounded by eight icons connected by a circular line. The icons represent various functions: a magnifying glass (search), a briefcase (launches), a document with a play button (submissions), a document with a checkmark (updates), a document with a list (navigation), a document with a play button (personalized updates), a document with a list (consistency), and a document with a play button (simplified navigation).



The new Value Pack is now live!

The **Value Pack** is our central location for critical and up-to-date WW VAP & HEOR materials across the portfolio. This platform supports markets in their launches, HTA submissions, and payer interactions. Its development was supported by the collaborative efforts of more than 60 cross-functional team members.

Here are some of the exciting functionalities:

- Consistent structure to streamline user experience
- Drop down menus to simplify navigation
- Bookmark pages to easily access files recently uploaded to products, indications, and areas of interest
- Search function to quickly access materials
- Rapid Response Process empowers markets to easily submit data requests

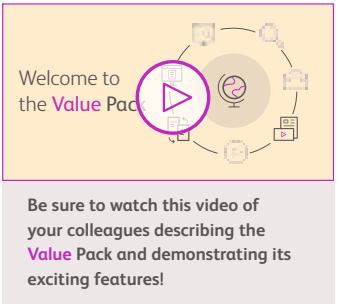
[Click here to log in to the new Value Pack site >](#)

Please be sure to bookmark the **Value Pack** link for future reference!

Please note that we have now decommissioned our heritage Value Pack and PACE Hub platforms. If you visit those pages, you will be redirected with a link to the new Value Pack.

We hope you enjoy the new and improved Value Pack!

Best,
Value Pack Team

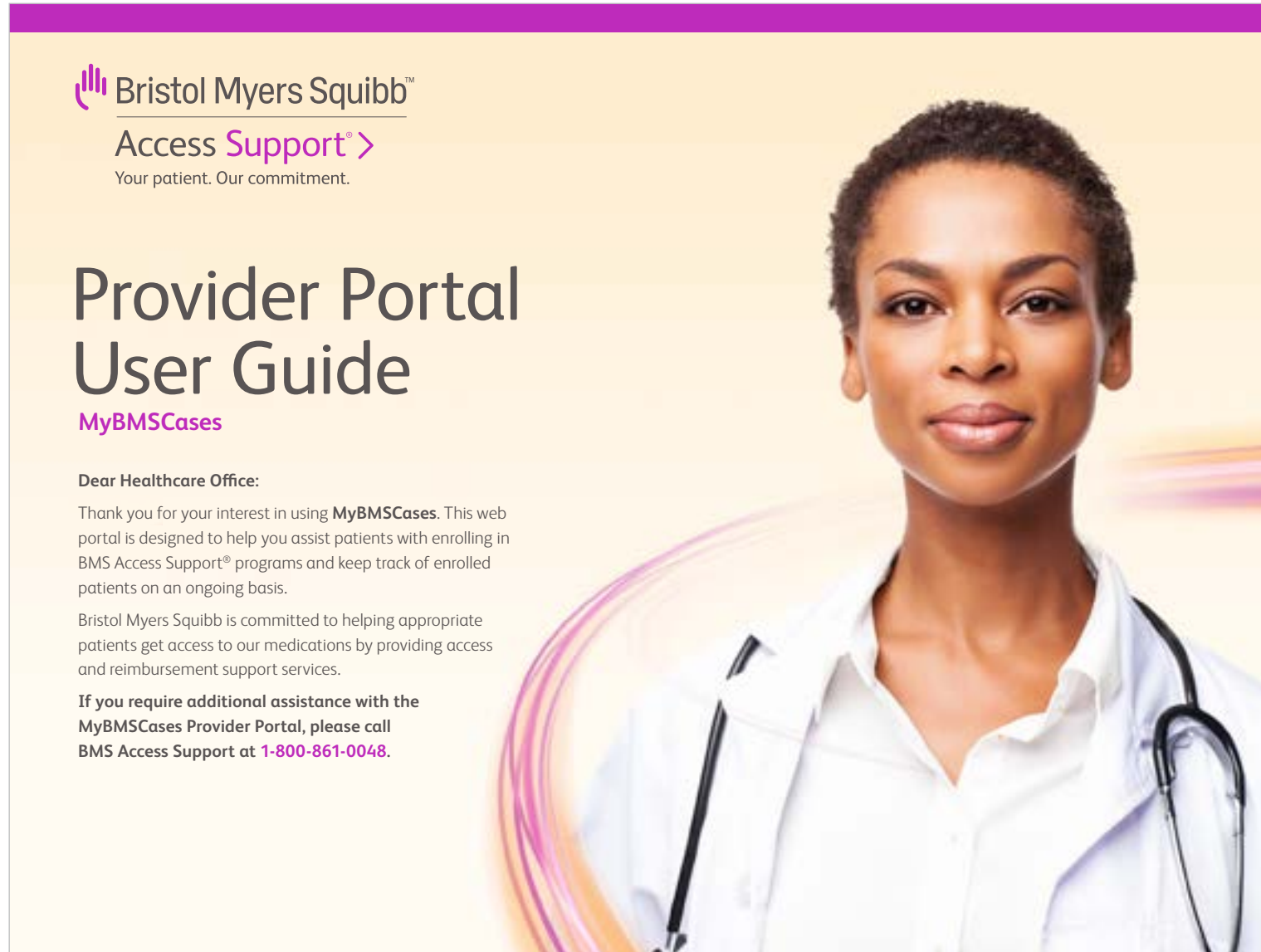


The video thumbnail shows a person standing in front of a screen displaying the Value Pack interface. The text on the screen reads: "Welcome to the Value Pack" and "Be sure to watch this video of your colleagues describing the Value Pack and demonstrating its exciting features!"

BMS Access Support folder system for HCP offices



BMS Access Support Provider Portal and User Guide



 **Bristol Myers Squibb™**
Access Support® >
 Your patient. Our commitment.

Provider Portal User Guide

MyBMSCases

Dear Healthcare Office:

Thank you for your interest in using **MyBMSCases**. This web portal is designed to help you assist patients with enrolling in BMS Access Support® programs and keep track of enrolled patients on an ongoing basis.

Bristol Myers Squibb is committed to helping appropriate patients get access to our medications by providing access and reimbursement support services.

If you require additional assistance with the MyBMSCases Provider Portal, please call BMS Access Support at 1-800-861-0048.



BMS Access Support eGuides for Reimbursement and eBRV

 Bristol Myers Squibb™
Access **Support** >

A Quick Reference Guide for
Reimbursement and Coding

Now Approved

OPDIVO® (nivolumab)
Indication
OPDIVO® (nivolumab), as a single agent, is indicated for the adjuvant treatment of patients with urothelial carcinoma (UC) who are at high risk of recurrence after undergoing radical resection of UC.
Approved on: August 20, 2021

Select Important Safety Information
Summary of Warnings and Precautions
OPDIVO is associated with the following Warnings and Precautions: severe and fatal immune-mediated adverse reactions including pneumonitis, colitis, hepatitis and hepatotoxicity, endocrinopathies, nephritis with renal dysfunction, dermatologic adverse reactions, other immune-mediated adverse reactions; infusion-related reactions; complications of allogeneic hematopoietic stem cell transplantation (HSCT); embryo-fetal toxicity; and increased mortality in patients with multiple myeloma when OPDIVO is added to a thalidomide analogue and dexamethasone, which is not recommended outside of controlled clinical trials.
Recommended Dosing for OPDIVO for the adjuvant treatment of patients with urothelial carcinoma (UC)
The recommended dose of OPDIVO is 240 mg every 2 weeks or 480 mg every 4 weeks (30-minute intravenous infusion).¹

OPDIVO

DOSING¹
CHOICE OF 2 DOSING OPTIONS
q2w (240 mg) or q4w (480 mg) IV
(until unacceptable toxicity or disease recurrence for up to 1 year)

Please see Important Safety Information for OPDIVO on pages 4-7 and U.S. Full Prescribing Information for OPDIVO.
For reimbursement assistance, call BMS Access Support® at 1-800-861-0048, 8 AM to 8 PM ET, Monday–Friday, or visit www.BMSAccessSupport.com.

 Bristol Myers Squibb™
Access **Support** >

 **SPRYCEL®**
dasatinib 100 mg tablets

A REFERENCE GUIDE TO
Reimbursement and Coding
SPRYCEL® (dasatinib)

Please see [Important Safety Information](#) on pages 8-12 and [US Full Prescribing Information](#).

2022 Bristol Myers Squibb (BMS) Access Support® Patient Electronic Benefits Re-Verification Resource

 Bristol Myers Squibb™
Access **Support** >

Your Guide to Completing
**Electronic Benefits
Re-Verification (eBRV)**
For your patients enrolled in BMS Access Support®

> Visit the Portal www.MyBMSCases.com

Questions?
 Call BMS Access Support at **1-800-861-0048**,
8 AM to 8 PM ET, Monday–Friday, or contact
your Access & Reimbursement Manager

BMS Sell Sheets, Office Support for therapy programs

2022 ORENCIA On Call™ Support Program Patient Electronic Benefits Re-Verification Resource



Your Guide to Completing Electronic Benefits Re-Verification (eBRV)

For your patients enrolled in ORENCIA On Call™

Visit the Portal www.ORENCIAportal.com

Questions?

 Call the On Call support program at 1-800-ORENCIA (673-6242) 8 AM to 8 PM ET, Monday-Friday, or contact your BMS Access and Reimbursement Manager





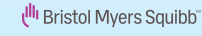
Supporting Your Patients Every Step of the Way

The ORENCIA On Call™ support program is focused on helping you assist your intravenous (IV) and subcutaneous (SC) patients with access to ORENCIA® (abatacept). Get the program enrollment form, billing codes, and other access and reimbursement support information.

-  **Benefits Review & Prior Authorization Assistance**
Support to help initiate and maintain access to ORENCIA
-  **Co-Pay & Financial Support**
Identification of patient financial assistance services
-  **Patient Resources**
Information to help patients understand their coverage and access their treatment
-  **Secure Provider Portal**
ORENCIAportal.com allows for real-time monitoring of ORENCIA On Call™ patient cases
-  **BMS Access and Reimbursement Managers**
Support from managers who are available in person and by phone

Three Ways to Get Support

-  **Contact Your BMS Access and Reimbursement Manager**
-  **Call Your On Call Program Representative at 1-800-ORENCIA (673-6242)**
8 AM to 8 PM ET, Monday-Friday
-  **Visit www.ORENCIAhcp.com**

 Bristol Myers Squibb™

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Welcome to the ELIQUIS 360 Support Program

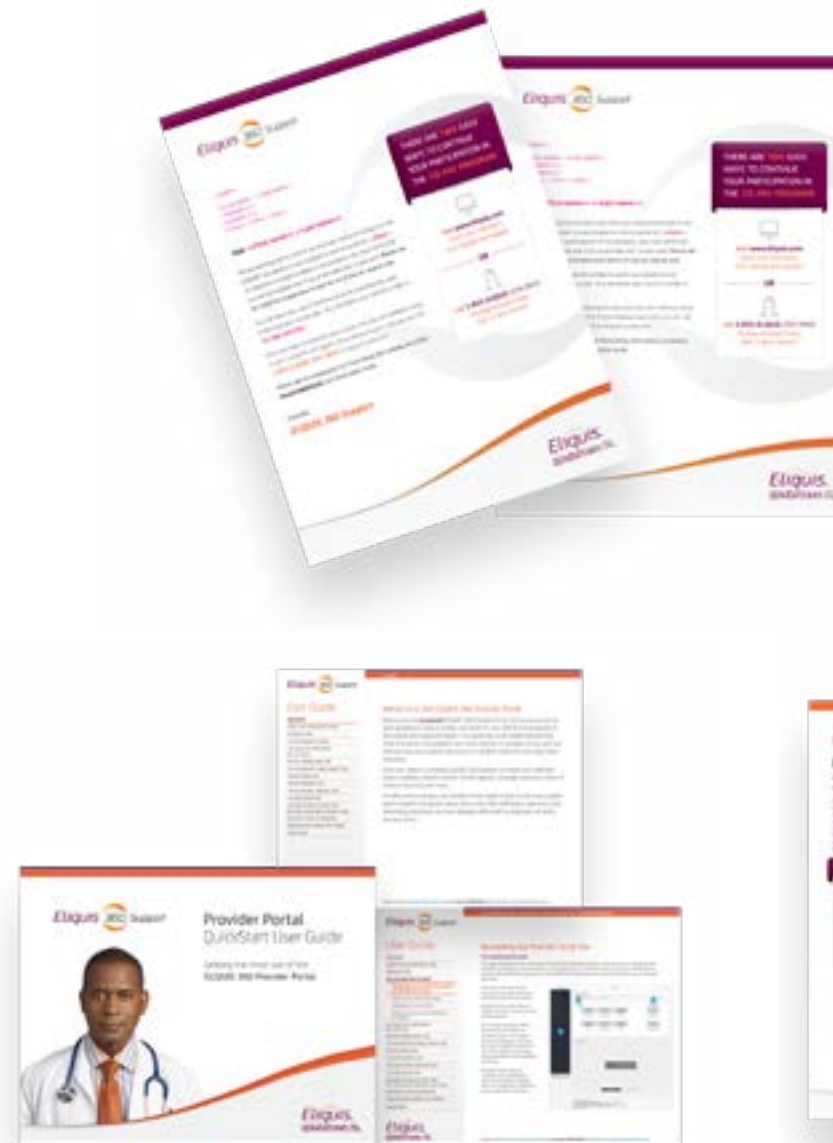
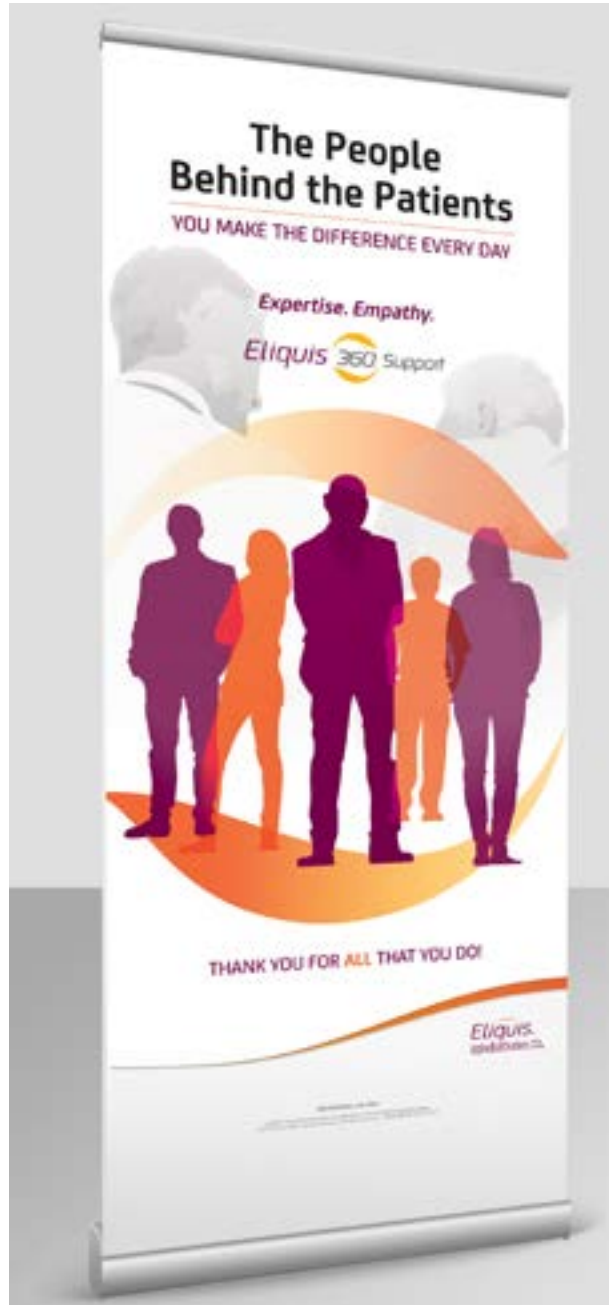
A resource guide for healthcare providers

Working Together for Patient Access to ELIQUIS



Please click here for [U.S. Full Prescribing Information](#), including **Boxed WARNINGS**

BMS sell sheets and office support materials for therapy programs





PROJECT

Brand marketing & positioning
Booth & event materials
Social media strategy
RFP support
Concept development for pharma partners

SECTOR

Market access
Patient support
Pharmaceutical consulting

STRATEGY

Brand positioning
Network marketing
Content & social strategy

SUBJECT MATTER

Market access
Patient support services
Payor-to-patient programs
Brand visibility

AUDIENCE

Payers
Patients
HCPs
Industry stakeholders

COMMUNICATION

Booth displays
Sales support materials
Social media content
Marketing collateral

Strategic support and creative solutions for RxAccess Partners

CHALLENGE

As a newly established company entering a crowded pharmaceutical consulting space, RxAccess Partners needed to build credibility and brand recognition from the ground up. Its data-driven, 360° payor-to-patient programs were sophisticated, but without a clear visual identity, consistent messaging, or a strong presence at the industry summits and expos where pharma partners make decisions, RxAccess Partners risked being overlooked in a market where trust and visibility drive new business — including the RFPs that determine which partners get the work.

ACTION

Led creative direction and strategic marketing to position RxAccess Partners as a holistic, trusted resource within the pharmaceutical space. Built a brand positioning and messaging framework, then extended it across targeted marketing initiatives and an engaged social media presence to amplify brand visibility, foster meaningful connections, and drive awareness of the company's unique offerings among payors, patients, HCPs, and industry stakeholders.

Designed impactful booth displays and developed sales support materials tailored for key summits and expos, ensuring RxAccess Partners stood out in competitive environments and resonated with potential clients. Directed external production vendors on booth and collateral execution, presenting creative concepts directly to RxAccess leadership and prospective pharma partners. Provided RFP support and concept development for pharma partners, equipping the business development team with consistent, on-brand materials to compete for new business.

RESULTS

Combining creative strategy with a deep understanding of market dynamics, this work continues to elevate RxAccess Partners as a leading partner in patient support and market access solutions, with a consistent brand presence across social channels, industry events, and pharma partner pitches that drives ongoing new business conversations.

Brand positioning built for a newly established market access consultancy

Sales support materials designed for key industry summits and expos

Social media strategy driving engaged, growing brand visibility

360° payor-to-patient program messaging translated into simple, creative concepts

Marketing direction and messaging materials for RxAccess Partners



Making the complex comprehensible.

WHO WE ARE

We are trusted advisors. With our reputation, expertise, credibility, empathy, and, most importantly, a high level of integrity, RxAccess Partners provides data-driven decisions, strategic guidance, and innovative solutions that mitigate risk. Our 360 payor-to-patient programs bring complex market access and patient support programs to life through simple concepts and creative execution.

A Full Spectrum of Payor to Patient Services



THERAPEUTIC DEVELOPMENT	LAUNCH PLANNING	EARLY - MID LIFECYCLE	OPTIMIZATION
- Assess patient payor demographics - Review clinical research - Strategize evidence generation - Key Opinion Leader (KOL) analysis - Reimbursement strategy - Pre-approval information exchange - Disease state education - Medical story development - Early access program planning	- Conduct access landscape assessments - Develop market access launch plan - Create reimbursement collateral materials - Payor value presentations - Manage pricing & contracting - Develop gross-to-net strategies - Target payors - Assess distribution channels - PSP brand & name design - Design & benchmark patient support programs - Patient services RFP development & execution - Financial modeling for patient support	- Provide market access training - PSP vendor management & implementation - Create patient adherence campaigns - Analyze patient discontinuation risk - Provide reimbursement training - Develop pull-through tools - Manage & outsource teams - Supply access dashboards & reports - Monitor coverage - Oversee pricing - Negotiate contracts with payors	- Prepare for market changes - Gauge competitive risks - Formulate contracting strategy - Analyze patient financial assistance - Evaluate the effectiveness of patient support programs - Patient and HCP website design & development - Operational rules of engagement - Virtual program management - PSP optimization

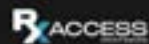


rxaccesspartners.com
linkedin.com/company/rx-access-partners-llc



Scan for more information





BRINGING BEST IN CLASS MARKET ACCESS AND PATIENT SUPPORT PROGRAMS TO LIFE THROUGH INNOVATIVE CONCEPTS.

The award-winning founding partners not only have deep experience in market access and patient services, but also carry extensive backgrounds in marketing, sales and creative development. Team members have direct experience across industries, and all have walked in your shoes as management at top biotechs, pharmas, and medical device manufacturers.



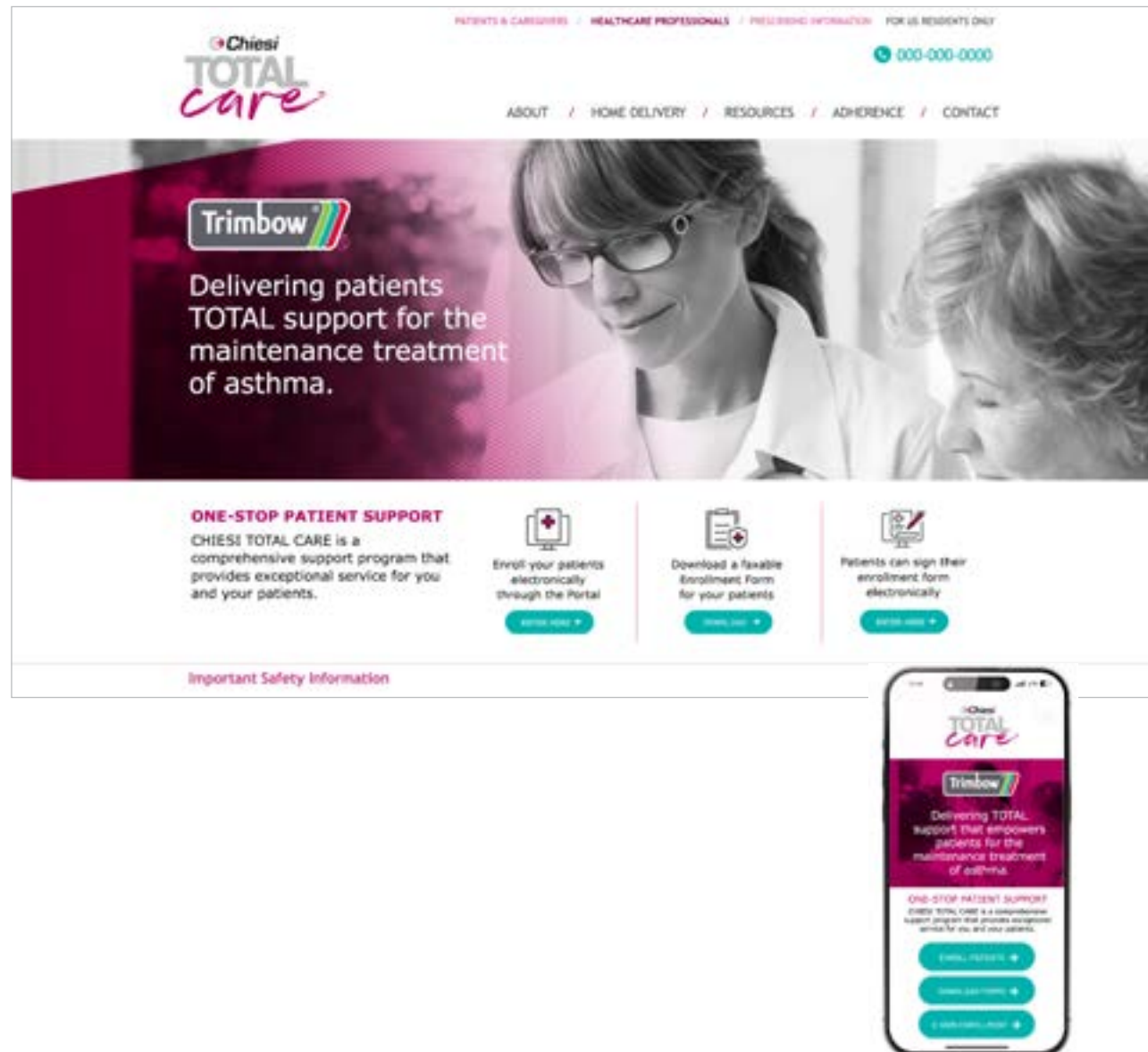
OUR FOUNDATION IS IN STRATEGIC CONSULTING, BUT STRATEGY IS JUST THE STARTING POINT.

Team members have direct experience across industries.

We have walked in your shoes as management at top biotechs, pharmas, contract manufacturers, and cell & gene companies.

Confidential

Concept development for HCP support website, advertising, and brochure for Trimbow®



Concept development for Payer support websites for Trimbow®

