

A photograph of an older man and woman sitting together, looking at a smartphone. The man is on the left, wearing a light blue button-down shirt, and the woman is on the right, wearing a light-colored sweater. They are both smiling and appear to be engaged in a conversation. The background is a soft-focus indoor setting with a potted plant visible on the right. The entire image is overlaid with a semi-transparent blue grid pattern.

Pharma Forum Ad Board

Northeast
January 23, 2024

Expert Panel Discussion

NORTHEAST AD BOARD: EXPERT PANEL DISCUSSION

SECTION 1

Pre-Commercialization & Market Access Support

1. During which Phase (I, II, III) in the development of a pipeline product should a manufacturer begin working with AscellaHealth and why?
2. What are the primary consultative and operational capabilities that AscellaHealth provides in its support for manufacturers during the pre-approval phase?
3. What are the advantages of collaborating with AscellaHealth?
4. Does AscellaHealth have all the capabilities to take a product from pre-commercial through launch and beyond or do I need to work with multiple vendors?
5. When should I contract with a CRO for product launch support?
6. How does AscellaHealth customize its consultative capabilities based upon needs of manufacturers and/or a lean operating structure with limited resources?
7. What areas of expertise do AscellaHealth's Subject Matter Experts provide guidance and support in?
8. Once a product is approved, how does AscellaHealth provide launch capabilities to accommodate market access, distribution, marketing and sales pull-through?
9. What criteria do you base your vendor selection on? Do you work with industry consultants to inform your decisions?

SECTION 2

Enhanced Distribution & Fulfillment Approaches

1. How do I ensure access to my product? Please explain an Exclusive vs. Limited distribution model.
2. What are the benefits of utilizing an exclusive distribution model?
3. Will an exclusive distribution model limit access to my product?
4. What does your payer reimbursement coverage look like?
5. How do you work with Hospitals?
6. How are you Licensed to Distribute?
7. Do you have partner Pharmacies to provide full coverage throughout the US? Worldwide?
8. Can you distribute clinical trial/EAP product?
 - a. What is the benefit of working with AscellaHealth during the clinical trial/ EAP phase?
9. With specialized therapies becoming more prevalent do you offer transportation and lodging support for these patients who may have to travel to a Center of Excellence?
10. How does your fee-for-service model work?
11. Do you offer PA and Appeals Support to Physicians Offices and Patients?
12. What are the financial and other advantages of your exclusive distribution model?
13. What about the Brick-and-Mortar Laws?
14. What happens when a PBM has preferred drugs?
15. Do you assist in getting products to the US from a logistical standpoint?

SECTION 3

Data & Analytics & Patient Support Services for Enhanced Outcomes

1. What is your average time to fill/ turn-around time?
2. What are your average compliance and persistency metrics? How does this compare to the national average for SP products?
3. What type of Data do you share?
 - a. Are updates in real time?
 - b. Do you have a mechanism for sales reps to view blinded data and track prescriptions through the process?
4. What platform do you use for data capture?
5. Do you perform patient, physician, or caregiver status updates and surveys to enhance patient compliance?
6. Are key interventions tailored based on specific therapies?
7. What types of data would you like to see for your internal teams and to share externally with payers?
8. Can you explain the difference in actionable data results derived from utilizing one single vendor vs. multiple partners?
9. When collaborating with a patient when do you involve others?
10. How often do you call patients to ensure they are staying compliant?
11. Walk through the process of assisting a patient to get on service.
12. Do you offer PAP and Copay support/solutions?

SECTION 4

Ecosystem Financing & Novel Pharma Financial Solutions

1. What are key challenges in funding expensive therapies?
2. What is your Pharma FlexFund™ service? Can you describe how it works? What are its benefits to patients, manufacturers and payers?
3. How are the patients monitored over time to ensure that therapy continues to work?
4. Are there warranties or value-based contracts associated with this type of funding?
5. How do you ensure recoupment if therapy doesn't work?
 - a. Who is responsible for the payment of the loan terms- the Payer or Pharmaceutical manufacturer?
6. What therapeutic attributes are necessary to portray value and substantiate the high level of funding needed for high-cost, cell and gene therapies?
7. How do you establish criteria for reimbursement?
8. What happens if after a year or so the payer refuses to pay? Who takes the risk?
9. Regarding your funding capabilities:
 - a. What type of equity positioning are you interested in? Is there a maximum or minimum funding base?

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- b. How are you capitalized (PE backed, Public, Private)?
- c. Is there a specific therapeutic category you look to fund?
- d. At which phase do you look to participate in funding?
- e. Do you offer loan-based financing?
- f. What type of guarantees or milestones are needed to qualify for funding?