

# CASE MANAGEMENT FOR NOVEL AND INNOVATIVE THERAPIES

## EXECUTIVE SUMMARY

FEATURED SPEAKERS: Kelley Allison, Vice President of Patient Access, Rare Disease, Horizon Therapeutics; Luis Portela, Director, Cardinal Health Sonexus™ Access & Patient Support

### IDEAS THAT MATTER

- Case management has evolved from being focused on reimbursement to providing wraparound services to support patients.
- The key benefits of case management include improved adherence, coordination of therapy and related services, and creating stronger connections with patients.
- There is no cookie cutter approach to case management for patient access programs. Every manufacturer needs a model that works for their situation and every patient requires a customized plan.

### BACKGROUND

Kelley Allison leads patient access for Horizon Therapeutics, which has two infusible brands and three ultra-rare brands. She was previously at Spark Therapeutics where she built the patient program for the industry's first gene therapy, with case management playing a significant role. Luis Portela directs access and patient support for Cardinal Health Sonexus™. He has led access and support programs in immunology, oncology, and rare diseases.

### KEY TAKEAWAYS

**Case management is most effective when it is holistic and customized.**

People often think of case management as nonclinical assistance supporting the reimbursement process. This involves helping patients understand their benefits and coverage, as well as helping deal with prior authorization and copay appeals. This certainly is an important part of case management.

Increasingly however, case management goes far beyond reimbursement to include a host of wraparound services. These services differ for each patient and disease state. Case management can include nurse navigators who assist patients with their therapies, with advocacy, and with obtaining psychosocial support or mental health counseling.

“Our RNs are knowledgeable in a specific disease state and offer individualized assistance to patients, families, and caregivers to help overcome healthcare system barriers.”



Luis Portela,  
Cardinal Health Sonexus™ Access & Patient Support

For patients with any disease—especially those with a rare disease—the key to effective case management is recognizing that every patient and every situation is different, requiring a customized approach.



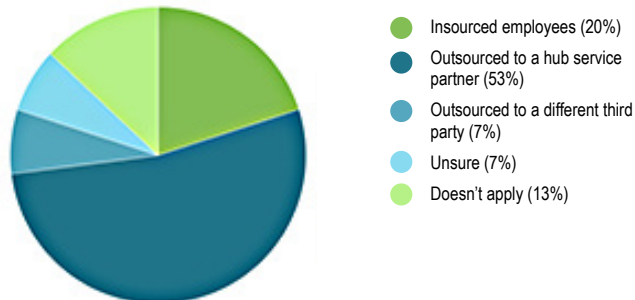
“All aspects of case management are important, but they might look very different for every patient, which is really how you define case management. For those of us who have done this for a while, no situation is the same. You need a customized approach to treating every patient and adjusting those services.”

Kelley Allison, Horizon Therapeutics

Among participants in this virtual event, 71% have case management as part of their patient support program.

**Many organizations see value in partnering with a hub for case management.**

Responses to a real-time polling question about case management models showed that among organizations using case management for their patient support program, the hub service partner model is most common.



The right model for a manufacturer depends on each organization’s circumstances. Kelley Allison explained that when she was at Spark Therapeutics, which was providing a gene therapy to a very small patient population, the company decided to insource case management and build internal capabilities. In contrast, at Horizon Therapeutics, which has five brands, the company concluded that working with an external hub partner was the best approach. Horizon has adopted a hybrid model where internal case managers partner with external case managers from the hub partner. This model provides the capabilities and expertise that Horizon needs to support a range of patients.

**Key benefits of case management include adherence, coordination, and connections to patients.**

When asked about the most significant benefit of case management to a patient support program, event participants were somewhat evenly split, because they see multiple benefits.

MOST SIGNIFICANT BENEFIT OF CASE MANAGEMENT TO A PATIENT SUPPORT PROGRAM?	
Adherence	33%
Psychosocial support	13%
Creating closer connections to patients	27%
Coordination of therapy and related services	27%

While the most important benefit differs for each patient, just as their journey differs, adherence is always important, especially for patients with chronic diseases. Luis Portela stressed that creating strong relationships with patients and coordinating therapy and services is important in boosting adherence.

**The most significant barriers to adding case management can be overcome with technology and partnership.**

Kelley Allison was not surprised that many session participants see cost as a barrier to adding case management capabilities to patient support. She noted that adding case management capabilities to a patient support program requires an investment of time, energy, and money. She also mentioned data integration as a barrier for some organizations.

MOST SIGNIFICANT BARRIER TO ADDING CASE MANAGEMENT TO YOUR PATIENT SUPPORT PROGRAM?	
Cost	27%
Don't consider it effective	9%
Is not suited for your patient population	27%
Is not suited for your product	18%
Other (please specify); data integration was the most common response	18%

While some investment is required, for certain patient populations and products, that investment is worthwhile and proves highly beneficial. Horizon Therapeutics has overcome these barriers by integrating the company's systems with the system of its hub support team. This saves time, saves money, and improves communication.

“The biggest takeaway is understanding your patient population and coupling that with the needs of the organization . . . it comes down to customizing your program based on the patient journey.”

Kelley Allison, Horizon Therapeutics

Based on the experience at Cardinal Health Sonexus™ Access & Patient Support some biopharma companies believe that getting the right information from a hub partner will be a barrier. Cardinal Health overcomes this barrier by leveraging various technologies to ensure the appropriate information is collected and provided to manufacturers, mitigating data-related barriers.

Another perceived barrier is that case managers will be unable to contact patients. Cardinal Health Sonexus™ has structured its case management programs to build strong personal relationships with patients to ensure they are comfortable communicating with a case manager. As a result, Cardinal has seen a 25% higher patient contact rate and a 26% lower cancellation rate.

“From a hub perspective, partnerships are more important now than ever . . . nothing unites us more than working together for an important cause, which is our patients.”

Luis Portela,  
 Cardinal Health Sonexus™ Access & Patient Support

**ABOUT OUR SPONSOR**

Cardinal Health Sonexus™ Access & Patient Support helps remove obstacles to care along the treatment journey with tailored hub services and PAP solutions. We integrate and apply emerging technology to improve the patient experience. Sonexus™ was first in the industry to introduce a non-commercial specialty pharmacy to our offering, to help mitigate risk while supporting patients in need. Discover how our expertise can help you drive brand and patient markers of success.

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