

Access communications require not just the "blocking and tackling", but creative messaging for every stakeholder



















Reaching every stakeholder is critical to a successful access strategy



Payer

Value messaging / resources for account mgt team



Field teams

Feedback / access training



Provider

Access



Office staff

PA + appeals support / ease of initiation / reimbursement



Patient/Caregiver

Patient support / care management resources



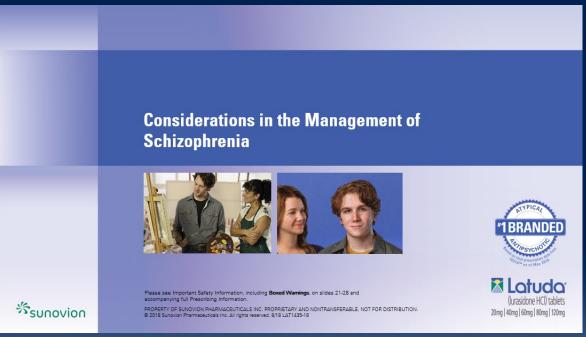




Access: account manager support

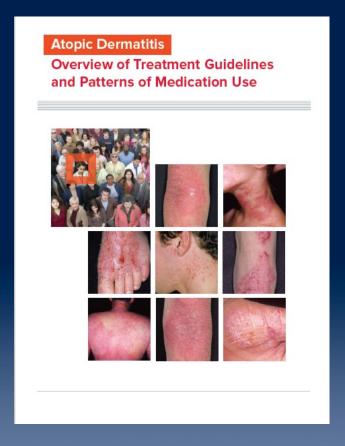
We work hand-in-hand with account management teams to deliver compelling market shaping and branded materials

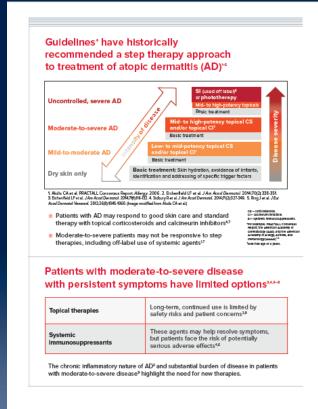






Payer programs based on strong relationships with HEOR





Real world evidence shows rare use of systemic immunosuppressants to treat AD***

In a retrospective analysis of national claims data, adults with AD were treated with the following medications (N-75,860):	n	%
Systemic immunosuppressents (SI) or phototherapy (PT) (regardless of other medications)	1616	2.1%*
Any systemic corticosteroid (CS) without SI or PT	26,381	34.8%
Any topical CS ¹ without SI, PT, or systemic CS	28,198	37.2%
Any topical calcineurin inhibitor (Ct)* without SI, PT, or systemic CS	1963	2.6%
No topical corticosteroid or topical calcineurin inhibitor (ie, no prescription medication for AD)	19,013	25.1%

*Includes 1% of members who received SI and no PT (regardless of other medications); 1% who received PT and no SI (regardless of other medications); and 0.1% who received both PT and SI.

¹Patients in the topical CS and topical CI categories are not mutually exclusive. A patient could be counted in both categories.

Study description: Medication use among adult patients with atopic dermattiti. (AD) was estimated in a retrospective analysis of claims data from Jaruary 1, 2000, through September 93, 2016, innor than 27 million livesi. AD patients were identified by ICD-9 code 6918. The first AD diagnosts in the identification period was considered the holds event and its disuble the index data.

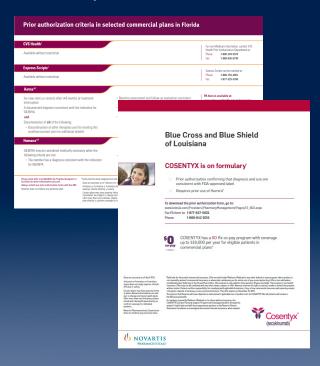
Exclusion orithetic During the 6-month pre-index period, pollients were excluded for the following conditions because immunosuppressants and systemic steerioks are commonly used for these conditions: flourimated artivitis, psortiatic artivitis, psortiasts, Crohn's disease, ulcerative coilst, arrixylosing spondyllist, lupus, and orean transplant.

Endpoints: in the 12-month follow-up period, the proportion of patients who used phototherapy, immunosuppressants (azathloprine, cyclosperine, methotraxite, mycophenolate mofetil), systemic steroids, topical steroids, topical calcitedum inhibitions, and no treatment²⁰⁰.



Pull-through programs designed for each stage in the product lifecycle

Early stage: Education and formulary wins



Mid stage: Ease of access

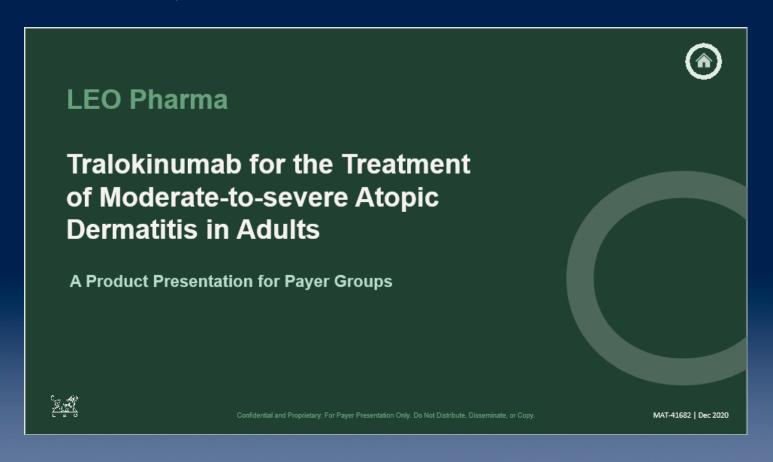


Later stage:
Promote advantaged access





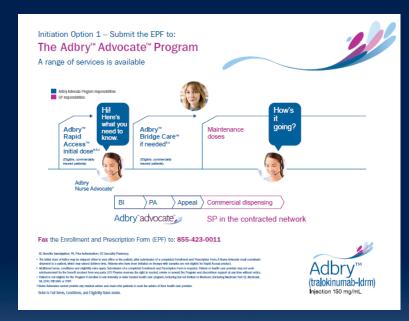
We work closely with medical liaison teams to stimulate interest in new therapies





A wide range of patient support program resources for specialty drugs









Templated appeal letters help FRM teams support office staff





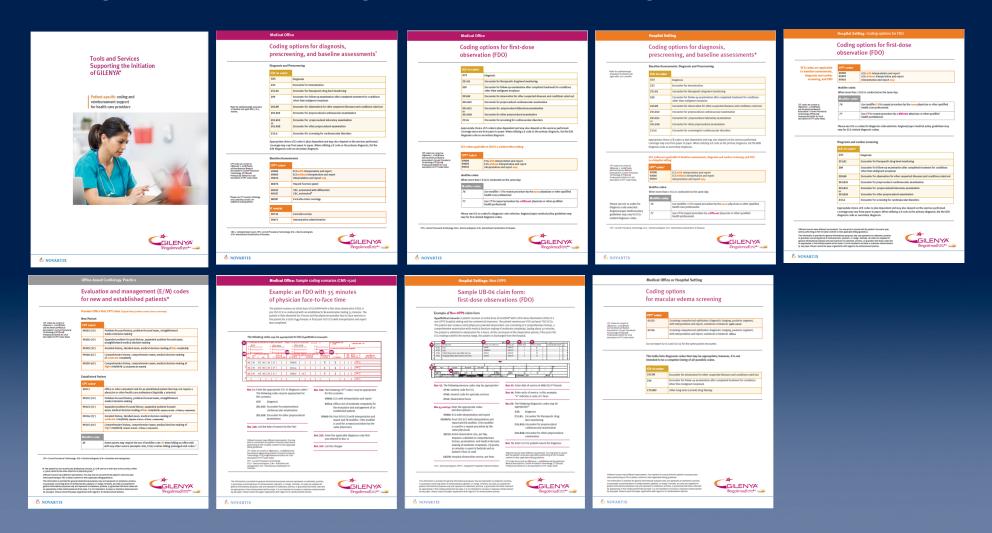




Prior authorization and appeals templates were developed to meet a wide range of possible scenarios that the HCP office may encounter.



Coding and reimbursement guidance for on-boarding at different sites of care





A history of bringing new approaches to brand team resources

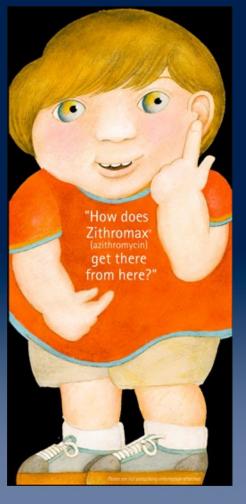


73-ye-old with chronic diverticulitis admitted emergently for abdominal pain and fever. X-ray reveals free air under diaphragm. Started on triple antibiotics. Taken to OR; diverticular stricture and perforated cecum identified. Right colectomy with lieostomy and mucous fistula performed. Taken to SICU, mechanical ventilation, started on TFN. (Based on actual case history.*)







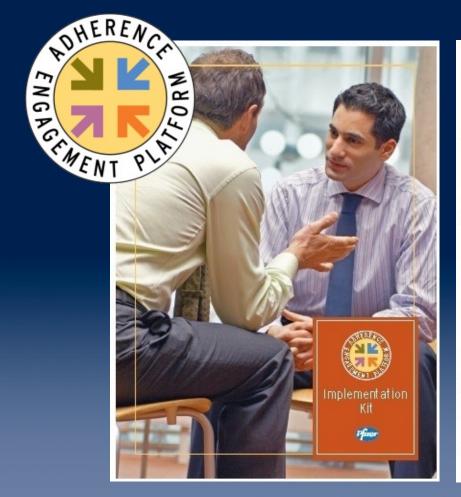


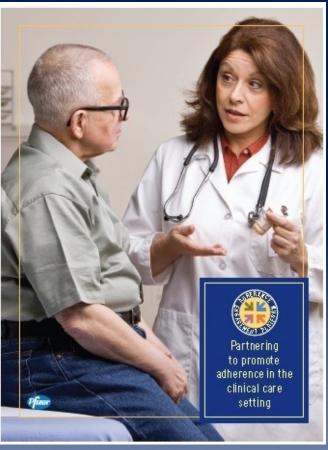


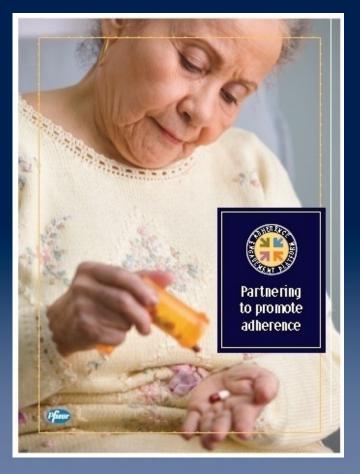
You may not have the time to be certain



Adherence and patient engagement: an opportunity for long-term partnerships

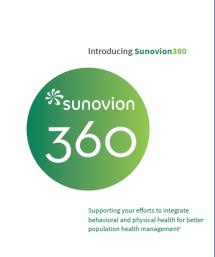






Payers and Health Systems

Sunovion 360 – supporting the integration of mental and physical health as a key driver of value-based care for IDNs and payer organizations



Videos on motivational interviewing for patients with mental illness



A provider demonstrates MI skills in a talk with a patient who has bipolar disorder



A clinical pharmacist integrates the principles of MI into a conversation with a patient who has multiple comorbidities



A care manager has a discussion with a patient with schizophrenia and puts MI skills into practice



Guides



Prescriber/ Patient Video Leader Guide





Prescriber/ Patient Video Participant Knowledge Check



Pharmacist / Patient Video Leader Guide



Pharmacist/ Patient Video Participant Knowledge Check



Care Manager / Patient Video Guide







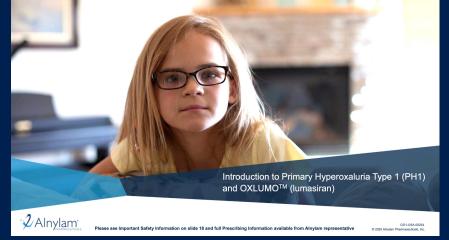


View program at: www.sunovionhealthinsights.com/pages/motivational-interviewing-toolkit



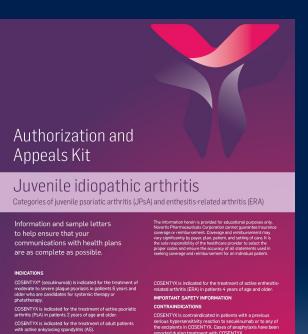
Rare disease resources for payers and HCP staff

Access communications for RNAi products



Resources for all indications of Ilaris and Cosentyx, including rare diseases





COSENTYX is indicated for the treatment of adult patients with active non-radiographic axial spondyloarthritis (nr-axSpA) with objective signs of inflammation.

Click here for additional Important Safety Information

Please see full Prescribing Information, including Medication Guid

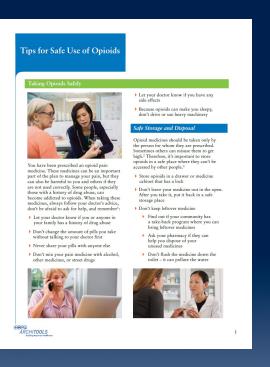


Patient and care manager resources

Programs to address a broad range of needs: patient support, education on disease management







Patient support resources

Above brand educational resources

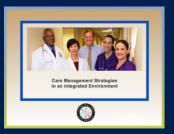


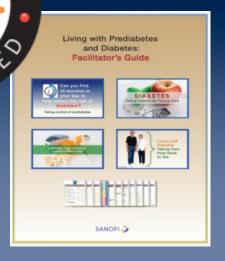
Patient and care manager resources

The complexity of managing diseases like diabetes creates opportunities to help care managers understand the impact of value-based care and provide them with tools to increase patient understanding





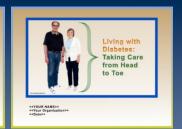














Warhaftig Associates: Who we are

Access, payer communications, and patient support: It's all we do

Over 30 years of collaboration with managed market, brand, patient support, field, and HEOR teams

We can help you reach every stakeholder under the access umbrella with impactful branded and above-brand communications



Let's talk. Call Matt Warhaftig at 212 995-1700. Warhaftig.com



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