



CASE STUDY

Mandatory Hub for Orphan-Designated Pediatric Therapy

UBC successfully provided Hub services to ease the barriers to access and simplify a very complex treatment initiation in pediatric patients suffering from SMA.



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SITUATION

UBC engaged with a client whose product has Orphan Designation, and is Indicated for the treatment of Spinal Muscular Atrophy (SMA)– SMA is caused by a mutation in the SMN1 gene, which encodes for a protein that motor neurons, need in order to survive. The mutation prevents this gene from producing any functional SMN protein which can lead to death or the need for mechanical ventilation by two years of age. Our client's product is considered a life-saving therapy for patients and their families; however, it comes with a very high cost.



CHALLENGES

When determining program design strategy for this client, key considerations included the price of the product, insurance requirements, and how affordability challenges could be addressed for patients and their families. Likewise, given the complexities associated with product acquisition, shipping, and administering the product, close consideration needed to be given to high-touch coordination and appropriate wrap-around services that may be needed for each patient, such as:

- Pre-treatment lab tests to confirm diagnosis
- Travel/food/lodging support to reach the treatment location
- Financial assistance to qualified patients



SOLUTIONS

UBC implemented a Case Coordinator Program Model, where coordinators serve as the program “quarterback” for all stakeholder needs with regionally aligned point of contact, and provide services including:

- Initiating a welcome call to the family
- Facilitating required pre-treatment labs
- Responding to program inquiries for such issues as reimbursement and product access, complex product distribution facilitation, client field support, and referral triage



RESULTS

UBC's services provided high-touch care coordination and intensive support for patients with special needs. The case coordinators worked diligently to ease the burden to access and simplify a very complex treatment initiation. Successful results from this program include:

- Exceptional Customer Experience - Increased patient and prescriber satisfaction in a competitive marketplace; increased efficiency; additional support for patients and families with special needs
- Reduced Prescriber Burden – Coordination of the patient journey with consistent communication, reduced office staff time and administrative burden; long-lasting relationships built between UBC case managers and pharma field representatives and prescriber offices
- Product and Program Awareness - Patients learned of program benefits available to them to assist with the therapy initiation and gain access to social/financial resources.
- Complexities Simplified - Increased assistance for this complex, high cost drug to ensure successful therapy; Case managers supported from start to finish providing continuity for both the patient and physician.

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