



# COMPENDIA

An incorrect classification can mean a failed launch



## Prescriber

- 80% of EMR's use FDB/MediSpan Source data
- EMR/eRX Access
- On/Off Label Indications
- Drug to Drug Interactions
- Standard Sig
- Timing to launch is critical
- Hospitals
- Care Centers



## Dispenser

- Top 15 Retail Chains use FDB/Medispan Source Data
- Most Specialty Pharmacies use FDB/Medispan data
- Product Pick Lists are critical
- Daily Pricing Updates
- Clinical DUR Checks
- Claims Processing
- Patient Monographs



## Payer

- Therapeutic Classes
- Coding = Contracting
- 6 Reimbursement Indicators
- Pricing Management
- Market Intelligence



## Distribution

- Specialty & Traditional
- HDA + Compendia
- Storage/shipping requirements
- Contracting (Preferred)



## Government

- 3 Compendia (50 States)
- State Medicaid
- CMS references MediSpan
- FDA shared data files
- VA Hospitals

Many see compendia databases as just a pricebook, but they're so much more. Everyone from government agencies to EHR companies use compendia data to find information about drugs. Hence, if anything's wrong in compendia, it's wrong everywhere, which can lead to some serious problems come product launch.

To make matters more challenging, compendia companies won't talk to or take meetings from pharma manufacturers. The good news? Our team has experience working with – and for – compendia companies and has the connections needed to keep data accurate and up to date.

Not only that, but we know how to use compendia to help differentiate products from the competition, and our EHRx Solutions team can help make sure that compendia data is getting to the proper EHR companies and is updated for HCP visibility.



### About Two Labs

Two Labs provides expert, integration services that eliminate barriers to product launch and provide strategies for continued market viability

For a free consultation call us at 614-389-4004 or email [info@twolabs.com](mailto:info@twolabs.com)

# COMPENDIA

## OUR PROCESS:



Provide a structured key Compendia centric document



Determine if product requires reclassification



Provide competitor product overview



Recommend therapeutic class



Establish product differentiation



Provide compendia data rollout timeline for optimal submission

## WHY INVEST IN A PARTNERSHIP WITH TWO LABS?

### OVER 40 YEARS COLLECTIVE COMPENDIA EXPERIENCE



PREVIOUS COMPENDIA DECISION MAKERS AND **OVER 130** SUCCESSFUL PRODUCT SUBMISSIONS



### 250+ LAUNCHES

NEW PRODUCTS AND TRANSITIONS



### OUR CLIENTS

**80%** or more of our clients are launching their first drug



### 17+ YEARS

as a pharmaceutical industry leader

Launching products for manufacturers for over 17 years



### FULL SUITE OF SERVICES

From evaluating channel strategies to obtaining proper licensures and building a patient program

### TEAM OF EXPERTS

Our team is comprised of industry professionals who are experts in their fields. Their expertise extends across a multitude of disciplines in the pharmaceutical industry, from licensing, compendia, and patient services, to channel strategy, finance, and more. We strive not only to be subject matter experts within disciplines.

### WE ARE KNOWN FOR

Our reputation in the industry is that we understand the client's needs, provide a customized approach, and deliver the results they expect. According to Loyalty Research Center, Two Labs client loyalty was the highest they have seen among any of their B2B and B2C clients.

Source: Loyalty Research Center, August 2018, N=56, Updating research August 2020.

We understand that patients are desperately waiting for the latest drug innovation and pharmaceutical leaders are anxiously getting ready to launch their new drug. The partnership you would experience with Two Labs is the highest our third party research vendor has ever seen from any organization.

**At the end of the day we take care of our clients - doing what's right for them and their new drug.**