



# HUB & PATIENT SERVICES

Build a patient services program that removes barriers to access while keeping patients on therapy for intended duration

## Understanding the Patient Journey Creates the Foundation for the Patient Services Strategy

The success of a new drug is only as reliable as a patient's ability to access it, which is why it is vital that there are support programs for the reimbursement and cost share burden many face.



*Psychosocial concerns  
Long diagnostic journey  
Low physician awareness  
Navigating insurance coverage  
Limited information*

*New to specialty pharmacy experience  
Affordability / Concerns about financial resources  
Concern over side effects  
Learning more about the disease and navigating resources*

*Take ownership of the disease / become an expert  
Ongoing clinical and financial support  
Financial, physical, and emotional fatigue  
Connecting with the patient community / patients learn from each other*

## Two Labs aids in a 5-step approach:

- 1 Program Strategy & Model Design:** Benchmarking and competitive analysis.
- 2 Advisory Boards & Focus Groups:** In person or virtual focus groups with patient and caregivers to pressure test program model.
- 3 Partner Evaluation & Selection:** Identify Potential Partners and develop RFI & capabilities scorecard.
- 4 Operational Development, Implementation, and Pre-Launch Optimization:** Patient Journey & Operational Process Mapping, Scenario Development, Testing
- 5 Post-launch Monitoring & Support:** Program Monitoring and adherence to SOPs & work instructions.



### 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)

# WHY INVEST IN A PARTNERSHIP WITH TWO LABS?

## 75+ YEARS COLLECTIVE TRADE EXPERIENCE



OUR TEAM HAS KNOWLEDGE ON TAP TO ANSWER THE HARD QUESTIONS AND EXPERTLY GUIDE YOU.

## 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



## 250+ LAUNCHES NEW PRODUCTS AND TRANSITIONS



## 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 but also in therapeutic classes.

## 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.**