



# SPECIALTY TRADE MANAGEMENT

Two Labs Specialty Trade management platform optimizes channel performance.

Two Labs provides best in class operations platform for specialty products. Two Labs' experience and attention to detail allows us to see potential issues even before they arise. Furthermore, we act as an advocate for the manufacturer between manufacturer and channel partners to review data, identify actionable items and assist in addressing those items early.

Two Labs is poised to offer full Specialty Trade support with best in class analytics and highly experienced Trade representatives to channel partners. For those manufacturers that have in sourced Trade, Two Labs provides best in class operations platform to support manufacturer's Specialty Trade function.



## Specialty Success

- ✓ Real time KPI analysis
- ✓ Referral metric analysis
- ✓ Weekly updates
- ✓ Quarterly Business Reviews
- ✓ Conference attendance
- ✓ Open channel communication with pharmacy partners



## Channel Optimization

- ✓ Network analysis and comparison
- ✓ Contractual compliance
- ✓ Hub metric analysis
- ✓ Supply chain and
- ✓ Inventory management
- ✓ EAP patient conversion



## Financial Impact

- ✓ Copay program analysis
- ✓ PAP program metrics
- ✓ Invoice validation against metrics
- ✓ Cost comparison of channel partners
- ✓ Coordination of Foundation patient support.



## 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)

# SPECIALTY TRADE

An optimal patient experience is achieved by Two Labs dedicated Trade Operations channel experts intervening on these elements of value



Compliance & Persistency Industry Best Practices



Cancellation and Discontinuation Rates & Reasons



Time on Therapy



Clinical Response Measures



Scorecard and QBR Templates and Analyses

## WHY INVEST IN A PARTNERSHIP WITH TWO LABS?



### 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 like Arcutis 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 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.**