



# HUB & PATIENT SERVICES

The success of a new product is only as reliable as a patient's ability to access it

It is vital that there are support programs for the reimbursement and cost share burden that many face. Two Labs aids in a **5-step approach** to assist manufacturers in the design, development, and implementation to execute best in class patient programs that ensure patients have the resources and support they need to access new products.



## Program Strategy & Model Design

- Benchmarking / Competitive Analysis
- Analog's Hub Model Evaluation
- Data Compilation & Summary
- Hub Model Design & Recommendation



## Advisory Boards & Patient Interviews

- Virtual HCP Advisory Boards to determine which services are viewed as necessary for launch
- In person or virtual focus groups with patient and caregivers to pressure test program model
- Recent experience in rare disease, nephrology, neurology, oncology



## Partner Evaluation & Selection

- Identify Potential Partners
- Develop RFI & Capabilities Scorecard
- Analyze responses related to cost, service offerings, and capabilities
- Organize, plan, and conduct site visits



## Operational Development, Implementation, and Pre-Launch Optimization

- Contract Management & Negotiation
- Patient Journey & Operational Process Mapping
- Call Guides, Work Instructions, Staffing Model
- Report Design & 3rd Party File Integrations
- Training Plan, Simulation & Launch Checklist



## Post-launch Monitoring & Support

- Program Monitoring
- SLA Management
- Call Monitoring & Calibration
- Agent Focus Groups
- 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.**