

US Field Reimbursement Team

SITUATION

- ◆ Premier Biopharmaceutical / Rare Disease Company
- ◆ Reimbursement function to support providers with education, appeals, denials and enhancing the national infusion network
- ◆ Neurologists are less comfortable with buy and bill process
- ◆ Deploy team in 60 days

STRATEGY

- ◆ Utilized Amplify for a stand-alone US field reimbursement team to support a premium priced, infuse buy and bill product
- ◆ The team supports one (1) established indication and 1 launch indication
- ◆ Built a solution consisting of 14 FRMs and 1 Director
- ◆ Targeted customers include neurology practices, hospital outpatient centers, specialty pharmacy and infusion companies

RESULTS

- ◆ 125 new infusion sites created during the first 8 months of the contract
- ◆ 50+ neurology practices now are infusing the product that prior to this team's deployment were not
- ◆ Team consistently exceeds all performance metrics.

