

7 Hurdles to Rx Fulfillment

Physician Access

- Contracting
- Prior Auth Optimization

1



Physician Writing the Script

- Sales Reps
- DMs
- Marketing

2



Managed Care Coverage

- Offsetting costs of Rx fulfillment

5



Availability of Product at Retail

- Supply Chain Management
- Pharmacy Programs
- Monitor Wholesaler Inventory with EDI Data 852

3



Patient Affordability

- Coupons
- Patient can afford the copay

6



Retail Not Switching to Generic

- Pharmacy relationships
- Physician materials to support brand
- GPI/GCN# reformulations
- Request dispense as written

4



Patient Compliance

- Patient Programs
- Patient complies with treatment and repeats therapy

7



How to leverage Pharmafusion for Rx Fulfillment