Case Study: Building a Co-Pay Coupons Ordering Portal (1)

Introduction
In 2013 we worked with a top-20 pharmaceutical client to optimize and manage their operations in a patient support program.

The Challenge
The client was using a manual process to track co-pay program distribution, both internally and externally. The simple spreadsheets that powered the operation were not able to keep up with the demands and were slow to use. Sales representatives did not have a quick or centralized way to report key business information and track co-pay distribution. The process at the time was an internal spreadsheet sharing program.

Our Solution
We worked with the client to build a coupon ordering portal with reporting capabilities, which tracked co-pay programs from the regional down to the physician level.

We developed:

• A one-stop centralized portal for sales reps to order copay coupons for different programs, so that they can be shipped directly to the physicians or for their distribution.

• A reporting dashboard that allowed sales and management teams to track coupons and co-pay programs across reps and physicians.

• Tools and data reports that allowed HQ and marketing teams to evaluate program performance.

• Administrative features, including:
  • User management
  • Brand/program assignment and management
  • Ability to localize and drill down performance across regions, districts, territories, and individual physicians
  • Trend reporting and forecasting based on historical data
  • APIs and web services that allowed approved PSP vendors to connect to the main database to perform necessary functions.

  • A platform that carefully balanced security and HIPAA-compliance needs with access to patient data to ensure quality customer service.
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Results
Using lean business development principles, we were able to create solutions to manage co-pay and coupon programs. Ultimately, our client was able to consolidate their copay program details into one centralized location, leading to greater administrative efficiency, better rep-program alignment, and stronger program performance.

Since 2013, we have helped our client ship nearly 20,000 orders as well as...
- 160,000 sample kits
- Across 674 different geo codes
- For 625 different sales reps
- Across 38 different promotional programs.

About Us:
XSUNT is a technology & services company that builds platforms for integrating all of your data into one stream; making sense of it with custom dashboards & visualizations; and distributing it to the right people, in the right way.

Interested in learning more? Reach out to us for a free consultation: info@xsunt.com