

Where Process Meets Profit: How Strategic Order to Cash Drives Real Revenue Outcomes

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Introduction

In today's increasingly complex business environment, organizations can no longer afford for their Order to Cash (OTC) and Revenue Management functions to operate in silos. Misalignment between these teams often leads to revenue leakage, delayed payments, increased deductions, compliance risks and missed financial targets.

By fostering collaboration, eliminating process gaps and leveraging shared insights, drug manufacturers can optimize the full gross-to-net revenue life cycle—from customer order through cash collection and beyond to liability accrual and reserve balancing. The goal is not just operational efficiency, but strategic cohesion that drives long-term value. Ultimately, aligning OTC and Revenue Management isn't just about resolving current challenges, it's about future-proofing financial operations. It creates a scalable, transparent and collaborative environment that supports innovation, growth and resilience in an increasingly complex marketplace.

What Is at Stake

Throughout the pharmaceutical industry, manufacturers are facing increasing pressure to optimize revenue while managing greater complexity in their financial operations. A common challenge lies in the persistent disconnect between customer-facing teams, internal operations and finance, particularly within OTC and Revenue Management functions.

Today, many companies struggle with:

- ✓ Inaccurate data from customers and wholesalers that impact billing and reconciliation.
- ✓ Aged account receivables that increase working capital strain and reduce cash predictability.
- ✓ Frequent and unresolved deductions or disputes, often caused by lack of real-time collaboration.
- ✓ Siloed communication and disconnected processes that prevent swift, coordinated responses.
- ✓ Delayed payments driven by misapplied terms, mismatched invoices, or incorrect purchase orders.

These issues not only delay revenue recognition but also create unnecessary manual work, elevate audit risk and strain customer relationships. At the heart of these problems is a lack of real-time alignment between teams. When OTC and Revenue Management operate without a shared system of truth and proactive visibility into one another's workflows, the business pays the price—literally and strategically.



EVERSANA's Advantage

Solving today's challenges requires more than process improvements, it demands a shift in how teams work together across the enterprise and the use of a more holistic platform. At the core of our approach is the belief that true alignment between OTC and Revenue Management must be intentional, real-time and system-supported.

EVERSANA's differentiated approach includes the following core advantages:



Single Source of Truth

EVERSANA has established a single customer master used for all aspects of gross-to-net from customer invoicing, chargeback processing and deduction tracking. A comprehensive and "golden record" is the cornerstone of effective master data management. Managing this source to track customers in both direct and indirect purchases provides unparalleled visibility into the end-to-end flow of data. This level of transparency arms leadership with access to accurate and reliable reporting for enhanced decision making.



Membership Management Platform

EVERSANA's proprietary membership management platform boosts chargebacks and membership team productivity by drastically reducing or eliminating the time-consuming research that goes into managing contract eligibility and adjudicating chargebacks. A common challenge in chargeback processing is meeting the expected turnaround time from 844 receipt to generation of the 849 in accordance with the terms of agreements with wholesalers. Failure to do so is the most common reason for wholesalers to apply auto-deduction. Our platform has been proven to help these teams more effectively meet tight timelines. In doing so, wholesalers receive timely reconciliations of their chargebacks, which helps pharmaceutical manufacturers prevent auto-deduction processes from being implemented, creating a more trusting and cohesive relationship with trading partners.



PowerBI Reporting

Many silos that exist within a pharmaceutical company are driven by the different software used to perform various functions. Each area within the gross-to-net revenue life cycle is unique, comes with its own challenges, and therefore often requires engaging with partners to implement a more bespoke system to fit these specific needs. EVERSANA was the first, and is still the only, company that provides end-to-end gross-to-net revenue life cycle services inclusive of third-party logistics (3PL) down to chargeback processing and government pricing (GP) reporting. Engaging with a partner who has the holistic lens of gross-to-net and can effectively use data from all parts of the channel enables greater insights for their clients. At EVERSANA, these visualizations are all made available through PowerBI dashboards, allowing users to gain insights into multiple different views and slices of the data in just a few clicks.

Transform Commercialization

EVERSANA's integrated approach to OTC and Revenue Management offers a strategic solution to the complex challenges faced by pharmaceutical manufacturers. By leveraging a single source of truth, our proprietary membership management platform and advanced reporting tools like PowerBI, EVERSANA provides a scalable, transparent and collaborative environment that supports innovation, growth and resilience. The divide between OTC and Revenue Management is no longer a back-office inefficiency; it's a strategic risk.

Ready to transform your gross-to-net operations? Contact EVERSANA today to learn how our integrated Order to Cash and Revenue Management solutions can drive innovation, growth and resilience for your business.



EVERSANA is the leading provider of global commercialization services to the life sciences industry. The company's integrated solutions are rooted in the patient experience and span all stages of the product life cycle to deliver long-term, sustainable value for patients, providers, channel partners and payers. The company serves more than 650 organizations, including innovative start-ups and established pharmaceutical companies, to advance life sciences services for a healthier world. To learn more about EVERSANA, visit [EVERSANA.COM](https://www.eversana.com) or connect through [LinkedIn](#) and [X](#).