

EVERY RELATIONSHIP MATTERS

IMAGINE THIS:

- First-to-market orphan therapy
- Complex disease with adherence challenges
- Needed to establish and maintain leading market share in increasingly competitive segment

THE SOLUTION:

- Integrated model created single access point for all onboarding and patient support
- Dedicated Patient Services Coordinator & coordinated care for each patient
- Wrap-around education and support, including home care

RESULTING IN:

- 95.3% patient compliance
- 94.5% patient loyalty
- 96% patient satisfaction
- Established accountability with integrated model
- Leading market share (even with 3 other products in market)

