



EVERSANA™

ASK THE EXPERT: Distributing Channel Distribution

# EVERSANA's e-Commerce Platform Enables Manufacturers to Sell Directly to Customers



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Channel Management



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Many manufacturers involuntarily commit to convoluted, costly distribution models that often lack the flexibility needed to increase efficiency, maximize investments and minimize risk on a product-by-product basis. In this traditional model of working exclusively with large wholesalers and specialty distributors, they are incurring high fees to ensure channel access to pharmacies, hospitals and providers.

Throughout this Q&A, **Danny Williams, EVERSANA's President of Channel Management**, and **Pat McGinn, Senior Vice President of Supply Chain Integration**, share how EVERSANA's e-Commerce platform is disrupting the industry to provide manufacturers a better option to reach downstream customers: a **direct-to-provider selling model**.

## Q1: What is the distribution model that pharma manufacturers traditionally deploy?

**DANNY:** Manufacturers typically rely on large wholesalers and/or specialty distributors to distribute their products because these entities have customer networks and buying practices already in place. This traditional "pay-to-play" access model can be a significant barrier to entry, especially for small to mid-sized companies. **Manufacturers working exclusively with wholesalers can spend over 10% in DSA fees just**

**to ensure channel access to pharmacies, hospitals or providers.** Essentially, they are "stuck" with a status quo solution that prevents the ability to pivot, augment and scale their channel strategy for the growth of their business.

## QUICK LOOK: EVERSANA'S PROVEN DISTRIBUTION EXPERTISE

- 30+ years in the business
- Over 565k annual shipments with 99.9% accuracy
- 200 countries served with global capacity for import and export
- Over 285M units distributed annually
- 24/7/365 urgent access support

## Q2: How is EVERSANA deploying channel management and 3PL differently than industry competitors do?

**DANNY:** Today's industry is extremely unpredictable, and manufacturers need an agile business model that services downstream customers, such as pharmacies, hospitals and providers, directly. The COVID-19 pandemic has proven that distribution affects all of us. No matter what is going on in the world, patients still

need access to their medications – and **manufacturers need a model that will ensure timely and accurate delivery.**

EVERSANA's innovative distribution model is lean, agile, cost-effective and operationally efficient. As an independent 3PL provider, we can work with customers without the channel alignment conflicts that are common with wholesaler or payer parent companies.

We are uniquely positioned to gain access to downstream customers with our e-commerce platform that enables manufacturers to have a one-on-one relationship as a result of the following features:

- Direct-to-provider selling model
- Customized platform designed for the needs of the manufacturer's products
- Real-time visibility into product ordering, tracking, shipping, etc.

### Q3: Why is an e-commerce platform needed in the industry?

**PAT:** EVERSANA developed this platform because we wanted to **give point-of-care (POC) facilities the ability to order the ability to order virtually at any time and any day of the week.** We also wanted to ensure that customers can see and access important information about the product. To do this, POC facilities need to see product availability, including feedback on expectations to alleviate shortages. As we've seen, there have been considerable supply chain issues during the pandemic in pharma and other industries. Our platform is combatting these issues with the following solutions:

- Allowing manufacturers pricing and product flexibility and control, by point-of-care facility if so desired
- Distribution directly to the customer – hospitals, clinics, HCP offices, etc.
- Greater customer alignment through enhanced information and visibility

To summarize, our model affords manufacturers the **ability to pivot and scale operations with agility and speed, ultimately creating cost savings.**

### Q4: What is the customer's experience with this platform?

**PAT:** We recognize that the average customer placing an order is a casual user, so we intentionally built the site to be simple to operate. If a customer must continuously relearn the site, their experience will not be efficient — nor well received. Offering an **intuitive and easy-to-navigate solution for clients and their customers is critical to launch success.**

We always try to find a way to say "yes" to the manufacturers we work with. The e-commerce solution is designed to offer flexibility so the manufacturer can ensure they're engaging with customers effectively. We can have a sandbox solution site ready for interactive design and testing in a matter of just a few weeks, depending on a manufacturer's privacy policies, sales terms and conditions, and other important launch information, to improve launch speed. We also offer a number of customizations without creating a new IT project, which saves manufacturers on cost.

With all of these platform essentials, **a typical launch to market takes about 60 days or less.**

### Q5: What type of feedback are you receiving from clients?

**PAT:** We've been fortunate to receive very positive feedback. The POC facilities like the interactive, informative nature of the site; **the learning curve has been minimal, and the ability to interact with the information has been a plus.**

We are also fortunate that our clients and their customers have provided some great ideas to help drive our service. This has been part of our feedback loop in our development, and it is our test customers who provided the feedback for our latest version of the platform. We really view this service as an ever-evolving

solution that builds upon its current capabilities, looks at new opportunities and responds effectively to the voice of the customer.

### Q6: What are some other examples of how EVERSANA is disrupting the industry?

**DANNY:** EVERSANA delivers the only end-to-end commercialization platform in the industry. **Pharma companies can spend over \$265MM over three years leading up to launch, yet 66% of drugs still don't meet launch expectations.** The industry needs a custom, fit-to-scale model that pairs down overspending, [which our model has proven it can do by more than 20%.](#)

EVERSANA's [award-winning model](#), EVERSANA™ COMPLETE Commercialization, is disrupting the pharma industry by optimizing investments, minimizing risk and increasing speed to market.

With all commercialization services under one roof (channel, patient services, commercial and medical teams, market access, regulatory and compliance, etc.), we are uniquely positioned to:

- Activate a complete, ready-to-deploy, high-performance commercialization and distribution engine.
- Effectively create a seamless patient journey that positively impacts more patient outcomes.
- Deliver more value than a manufacturer launching on its own or out-licensing its product.

**With one accountable commercialization partner to make decisions with, manufacturers can enable connectivity between services to manage costs, lower compliance and competitive risks, and increase speed to launch.** By overcoming today's launch complexities, EVERSANA is getting therapies to patients with increased speed, agility and momentum.



**EVERSANA™  
COMPLETE  
Commercialization**



#### About EVERSANA™

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 500 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://EVERSANA.COM) or connect through [LinkedIn](#) and [Twitter](#).

