

Assessing the Specialty Channel

Patients are now interacting with hubs, health plans, and manufacturers through both digital and physical channels. These touchpoints are providing an influx of data that was not previously available to manufacturers. The current environment for managing specialty channel data is not optimized for this influx. For specialty pharmaceutical manufacturers managing a mature portfolio of products, there are enhancements that will greatly improve the quality of data used for strategic and tactical business decision making.

LiquidHub currently works with more than 74 brands over 21 specialty launches and trades data with over 135 channel partners on a daily basis. Our experience gives us an unmatched understanding of your patient data. With this information at our fingertips, we help our clients optimize the channel in order to gain better visibility into the patient journey.



The LiquidHub Specialty Channel Assessment

LiquidHub's specialty channel consulting team is able to perform an assessment of your environment in as little as 6 weeks. The assessment helps to ensure a well-designed environment is available for taking in data from various specialty channel partners, optimizing the processing and validation of that data, and providing end users with the information they need to support strategic and tactical decision-making. We evaluate the following:



Channel & Sourcing



Metrics & Insights



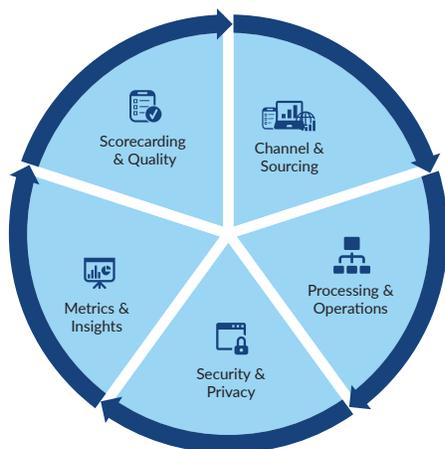
Processing & Operations



Security & Privacy



Scorecarding & Quality



The LiquidHub Advantage

- Strong working relationships with over 120 specialty channel partners
- Experience with a wide variety of network sizes and complexity
- Experience across a wide array of brands and therapeutic classes
- Standard channel partner data specifications and the ability to benchmark against
- Deep experience managing specialty channel data and resolving data challenges

LiquidAnalytics

Service Offering Capabilities

The biggest area of growth in pharmaceutical manufacturing today is in specialty drugs. Treatments are complex, expensive, and require special handling, patient monitoring and support.

Our LiquidAnalytics solution provides:

- Channel Consulting
- Data Aggregation & Integration
- Automated Validation and Alerting
- Fully Staffed by Experiences Operations Team
- Patient and Channel Insights & Analytics
- Benchmarking & Channel Management Assessments



74 BRANDS



21 LAUNCHES



135+ PARTNERS

Case Study

A Specialty Manufacturer preparing for the launch of a highly anticipated treatment for an orphan condition, was concerned that their current infrastructure would not support the launch, and the anticipated challenges providing support for patients. LiquidHub was engaged to provide specialty channel data consulting, and to configure our LiquidAnalytics platform in support of the launch. The platform was delivered ahead of schedule and provided immediate value during the months post-launch. Supporting strategic decision-making around channel performance, including changing strategies around bridge and free product programs, LiquidHub has since supported the launch of two other brands and is currently providing data aggregation services across the major products in their portfolio.

About LiquidHub

LiquidHub is a customer engagement company that partners with businesses to improve customer experience and drive growth. Headquartered in Philadelphia, with operations in North America, Asia, and Europe, we serve companies globally, helping them solve their most complex challenges through design expertise and technology innovation. Our customer successes are the result of a culture rooted in thought leadership and delivery excellence. For more information about LiquidHub, please visit www.liquidhub.com or follow us on Twitter or LinkedIn.

