

How Pharmaceutical Companies Maintain PSP Operations During Critical Transitions

A PSP Support™ Case Study

Executive Summary

Multiple pharmaceutical manufacturers have engaged PSP Solutions™, Inc.'s fractional support services to address operational gaps and program continuity challenges in their Patient Support Programs.

As a specialized management consulting firm partnering with pharmaceutical companies to design and troubleshoot Patient Support Programs, PSP Solutions provides experienced PSP professionals through our PSP Support™ service. Our fractional support model delivers immediate specialized operational expertise at operational and director levels to maintain program stability during transitions, organizational changes, and resource constraints while building internal capabilities for long-term program success.

Client Challenge: Maintaining Program Operations During Resource Gaps

Patient Support Programs require continuous operational oversight to maintain effectiveness and patient access. However, pharmaceutical companies frequently face operational gaps that can disrupt program performance and put patient outcomes at risk. These gaps occur across various business scenarios and often arise at the most critical operational moments.

PSP Solutions addresses two distinct scenarios where manufacturers require immediate operational coverage:

Gap-Filling Scenarios (Done with You)

- **Staffing Transitions** — Departing PSP team members leaving programs without experienced operational oversight during replacement searches
- **Unexpected Volume Surges** — Programs experiencing dramatic enrolment increases that exceed existing operational capacity
- **Key Personnel Unavailability** — Critical program staff becoming unavailable during high-stakes operational periods requiring immediate expert coverage
- **Organizational Restructuring** — Resource evaluation needs where companies are exploring optimal staffing models for their program scale

Full Operational Support Scenarios (Done for You)

- **Market Entry Operations** — New companies entering the Canadian market without established PSP infrastructure or dedicated staff
- **Resource-Constrained Organizations** — Small to mid-size companies lacking dedicated full-time PSP employees but requiring comprehensive program management
- **Strategic Resource Allocation** — Established companies recognizing strategic resource opportunities that fractional support can address while they build the business case for permanent staffing in specific programs or therapeutic areas

These scenarios create immediate risks to program effectiveness and patient access while potentially exposing organizations to compliance and operational vulnerabilities that require expert intervention.

Strategic Approach: Flexible Operational Deployment with Capability Building Focus

PSP Solutions has developed a comprehensive fractional support model that provides immediate operational coverage while building internal

organizational capabilities. Our approach recognizes that fractional engagements serve dual purposes: addressing immediate operational needs and transferring knowledge to ensure long-term program sustainability.

Our fractional professionals are operational experts, bringing both hands-on program management expertise and insight to client organizations. This model allows manufacturers to access specialized PSP operational expertise without the commitment and timeline associated with permanent hiring processes.

Immediate Operational Stabilization

PSP Solutions deploys experienced professionals who can immediately assume program operational responsibilities:

- **Program Operations Management** — Direct oversight of day-to-day program activities including issues management (both internal and external), monitoring and measuring program performance through KPIs and KFI, supporting cross-functional teams, and providing strategic insights to leadership
- **Vendor Relationship Management** — Maintain and optimize relationships with service providers, ensuring consistent operational performance and accountability
- **Performance Monitoring and Reporting** — Implement or maintain oversight of key operational metrics, patient access metrics (enrolment, drop off rates, etc), and program effectiveness measures
- **Crisis Response and Problem-Solving** — Address urgent operational challenges requiring immediate expert decision-making and rapid solution implementation

Strategic Capability Building

Fractional engagements include systematic knowledge transfer to strengthen internal operational management capabilities:

- **Process Documentation and Optimization** — Create or update operational procedures, workflow management, and decision-making frameworks for internal teams
- **Team Development and Training** — Mentor existing staff and provide specialized training on PSP operational best practices and industry standards
- **System Implementation and Enhancement** — Identify and implement operational improvements that increase program efficiency and effectiveness
- **Governance Framework Development** — Establish operational oversight structures and reporting mechanisms for sustainable program management

Measurable Outcomes: Immediate Stability with Enhanced Internal Capabilities

PSP Solutions' fractional support engagements have delivered consistent results across multiple client scenarios:

- **Operational Continuity** — Minimal program disruptions during staffing transitions with maintained patient access and vendor performance standards
- **Crisis Management Success** — Effective management of unexpected volume surges and operational challenges without minimal patient impact or service deterioration
- **Knowledge Transfer Achievement** — Internal teams equipped with enhanced operational frameworks and PSP expertise for independent program management
- **Resource Optimization** — Organizations receive definitive guidance on optimal operational staffing models and resource allocation for their specific program requirements
- **Deployment Efficiency** — Immediate expert operational coverage compared to 3- to 6-month permanent hiring timelines typical in pharmaceutical organizations

Key Success Factors: Specialized Operational Expertise with Rapid Integration

- **Deep PSP Operational Knowledge** — Team members with extensive hands-on experience managing Patient Support Program operations across therapeutic areas and program scales
- **Both-Sides Industry Experience** — Professionals who have worked for both pharmaceutical manufacturers and PSP service providers understand complete operational ecosystems and vendor management
- **Flexible Deployment Models** — Ability to provide coverage ranging from full operational management to targeted support based on specific client operational needs and constraints
- **Rapid Integration Capability** — Experienced operational professionals can quickly assess program status and assume management responsibilities without extensive onboarding periods
- **Knowledge Transfer Methodology** — Systematic approach to building internal operational capabilities, including access to PSP Certify™ industry certification, rather than creating long-term consultant dependencies
- **Cross-Functional Operational Experience** — Team members with experience collaborating across commercial, medical, and regulatory functions understand broader pharmaceutical operational dynamics
- **Therapeutic Area Specialization** — Access to operational experts with specific experience in oncology, ophthalmology, infusion therapies, and other specialized PSP operational requirements

Conclusion

PSP Support™, the fractional support service provided by PSP Solutions, demonstrates our commitment to providing pharmaceutical companies with flexible access to specialized PSP operational expertise during critical business periods. Many organizations face operational gaps that threaten

program continuity and patient access but lack the time or resources to implement traditional hiring solutions.

Our fractional model provides immediate operational coverage while systematically building internal capabilities for long-term program success. Whether supporting companies through temporary staffing gaps or providing comprehensive operational management for resource-constrained organizations, our approach reflects our commitment to being strategic advisors who ensure sustainable PSP operational excellence.

When pharmaceutical companies require immediate PSP operational expertise combined with knowledge transfer for internal capability building, PSP Solutions delivers experienced professionals who can address urgent operational needs while strengthening organizational foundations for continued program effectiveness and patient access.

This case study demonstrates how a mature Patient Support Program can benefit from optimization through PSP Solutions, Inc.'s propriety model and tools. For more information on how this or other services offered by PSP Solutions can increase the effectiveness of your program(s), visit pspsolutions.ca or email info@pspsolutions.ca.