

# Pharmaceutical Company Eliminates Patient Backlog and Rising Costs in 6 Weeks

## *A PSP Rescue™ Implementation Case Study*

### Executive Summary

A pharmaceutical manufacturer was facing rising program costs and a growing patient backlog in their Patient Support Program.

Through our diagnostic assessment, the PSP Solutions™ Inc. team uncovered a fundamental infrastructure mismatch requiring urgent vendor transition during a critical scaling phase.

As a specialized management consulting firm partnering with pharmaceutical companies to design and troubleshoot Patient Support Programs, PSP Solutions implemented our PSP Rescue™ approach to deliver an accelerated strategy that maintained treatment continuity while establishing sustainable program infrastructure. While such a solution typically requires 6 to 12 months to implement, PSP Rescue™ got the program back on track in six weeks — allowing the manufacturer to get patients timely access to the medication desperately needed for their diagnosed conditions.

### Client Challenge: Scaling Infrastructure for Critical Patient Population

A pharmaceutical manufacturer had successfully launched an innovative therapy for a patient population where consistent treatment access was essential for optimal outcomes. While the initial program launch had proceeded smoothly, the manufacturer began experiencing troubling operational indicators as the program transitioned from the initial launch to broader market access.

The manufacturer contacted PSP Solutions with two primary concerns:

- **Rising Program Costs** — Escalating expenses that seemed disproportionate to patient enrollment numbers
- **Growing Patient Backlog** — Increasing number of patients awaiting program enrollment with concerning delays

Through our comprehensive diagnostic assessment, PSP Solutions identified several critical infrastructure challenges that the manufacturer had not yet recognized:

- **Service Model Mismatch** — Current vendor utilized a distributed service model appropriate for initial launch volumes but fundamentally incompatible with anticipated enrollment increases
- **Scalability Limitations** — Existing infrastructure required complete restructuring to achieve sustainable scale for post-payer approval volumes
- **Cost Driver Identification** — Distributed model was driving the cost inefficiencies the manufacturer had observed
- **Timeline Pressure** — Standard 6- to 12-month vendor transition incompatible with immediate patient needs

Compounding these structural challenges, key program leadership had become unavailable during the client's critical transition period, leaving the internal team without specialized vendor transition experience precisely when such expertise was most needed. The clinical nature of the therapy meant that treatment delays could result in missed therapeutic windows and adverse outcomes for patients, creating urgency that prevented standard procurement and onboarding processes.

The manufacturer needed a strategic partner who could not only diagnose the root cause of their operational challenges but also design and execute a vendor transition in a dramatically compressed timeframe while maintaining uninterrupted patient access.

## Strategic Approach: Accelerated Transition with Patient-Centric Design

PSP Solutions developed a phased implementation strategy that addressed both immediate patient needs and long-term program sustainability.

Our approach began with rapid vendor qualification, where we identified existing corporate vendor relationships that could dramatically accelerate the transition timeline. This strategic insight eliminated the typical procurement delays that extend standard vendor transitions.

Recognizing that patient safety was paramount, we designed a dual-track approach that separated new patient onboarding from existing patient transitions. This methodology allowed the highest-risk patients — those in the enrollment backlog — to access treatment immediately while comprehensive migration protocols were developed for existing enrollees.

### Immediate Risk Mitigation

Working as strategic advisors, PSP Solutions implemented rapid stabilization measures:

- **Expedited Vendor Qualification** — Identified qualified replacement vendor through existing corporate agreements, eliminating procurement delays
- **Streamlined Enrollment Protocols** — Established accelerated processes within 6 weeks to clear new patient backlog
- **Priority Processing Systems** — Developed benefit verification and prior authorization processes that addressed operational bottlenecks
- **Quality Assurance Framework** — Implemented service delivery standards to maintain program integrity throughout transition

## Systematic Program Migration

The second phase addressed comprehensive patient data migration and service continuity:

- **Secure Data Transfer Protocols** — Partnered with both vendors to develop compliant migration processes that maintained regulatory standards
- **Stakeholder Communication Strategy** — Designed comprehensive outreach for patients and healthcare providers to ensure confidence in program reliability
- **Quality Control Measures** — Established verification systems to confirm successful patient transitions with zero service gaps
- **Performance Monitoring Systems** — Implemented tracking mechanisms to validate service delivery metrics throughout migration period

## Measurable Outcomes: Industry-Leading Results

The intervention delivered exceptional results that significantly exceeded industry benchmarks across multiple performance dimensions:

- **Timeline Performance** — New patient onboarding operational within 6 weeks vs. industry standard 6-12 months for vendor transitions
- **Patient Continuity** — 100% patient transition completed within 3 months with zero treatment interruptions
- **Risk Elimination** — Cleared highest-risk patient backlog while maintaining regulatory compliance throughout transition
- **Program Scalability** — Established infrastructure successfully managing increased volumes following payer approvals
- **Long-term Sustainability** — Vendor relationship remains stable and effective years post-transition with continued enrollment target achievement

## Key Success Factors: Specialized Expertise Driving Exceptional Outcomes

- **Therapeutic Area Knowledge** — Deep understanding of patient population vulnerabilities and clinical requirements that enabled rapid problem identification
- **Vendor Ecosystem Experience** — Team expertise working with both pharmaceutical manufacturers and service providers provided unique insight into optimal capabilities and transition protocols
- **Strategic Problem-Solving** — Identified creative solutions leveraging existing corporate relationships that eliminated typical procurement delays unavailable to general consultants
- **Implementation Partnership** — Hands-on support throughout execution phase rather than diagnostic-only consulting model common in industry
- **Patient-Centric Methodology** — Risk-stratified approach that prioritized clinical outcomes and treatment continuity above operational convenience

## Conclusion

This case demonstrates PSP Solutions' ability to diagnose complex Patient Support Program challenges and implement solutions under significant time constraints while maintaining the highest standards of patient care. Many manufacturers recognize that their programs face operational challenges but lack the specialized expertise to identify root causes and design appropriate interventions.

Our specialized knowledge of PSP operations, vendor capabilities, and patient needs enables identification of solutions and acceleration strategies that general consulting firms cannot provide. When pharmaceutical

companies face PSP challenges requiring both strategic insight and operational expertise, PSP Solutions delivers results that exceed industry standards while maintaining our commitment to being strategic advisors rather than program operators. This approach allows us to maintain objectivity while ensuring sustainable, long-term program success that serves both manufacturers and the patients these programs ultimately support.

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](https://pspsolutions.ca) or email [info@pspsolutions.ca](mailto:info@pspsolutions.ca).