

Case study

COPILOT Program Transition Experience

Revitalizing a HUB Program to Drive Growth

Situation

- Client transitioned to COPILOT from top vendor
- Manual process and reliance on fax-based methods
- Low case volumes
- Poor data quality
- Disconnect with HCPs due to lack of FRM program

Approach

- Provide Field Reimbursement Management (FRM) services
- Real-time de-identified program data aligned to specific position/territory
- Facilitated the transition from manual to digital processes

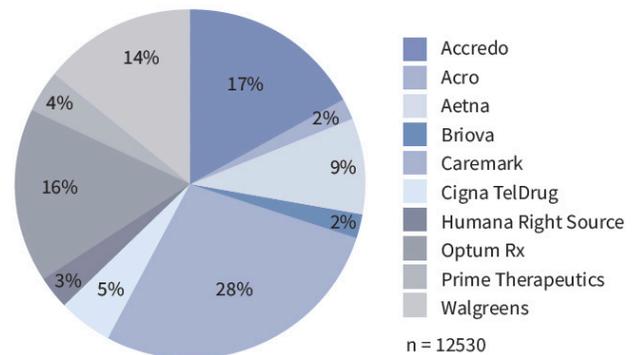
Results

Trust in the COPILOT program by HCP's is the driver of growth (company has not hired additional sales staff, received new indications or implemented new marketing programs)

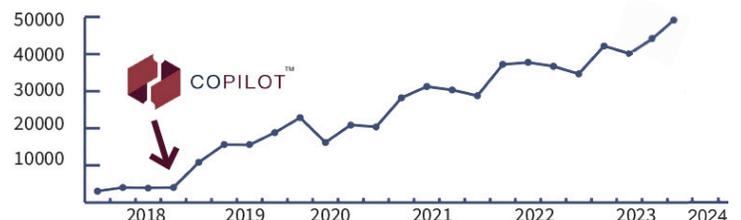
Program Adoption Results

- Previous vendor before transition: > 2,000 cases. (Monthly volume)
- COPILOT transition launch: >7,000 cases. (Monthly volume)
- Full year (2023): >12,000 cases. (Monthly volume)

Pharmacy Transfer Tracking



Client volume growth throughout transition



“You guys are absolutely incredible! ...I have worked with a lot of HUBs (been in the industry for 28 years) and I absolutely think COPILOT is the best!!!”

- Sr. Director, Patient Access, 2023