



# Neovance

## Removing Friction in Patient Access

Imagine investing years of research in bringing a life-changing therapy to market—only to have patients stalled at the starting line. For pharmaceutical manufacturers, success hinges on a single critical outcome: did the patient actually begin their prescribed therapy?

Therefore, when evaluating patient access partners, the question isn't who offers the most sophisticated technology. Instead, it's whether that partner truly understands the real-world barriers that keep patients from starting therapy.

Neovance provides that precise answer by designing its patient access solutions at the level of the indication, where the barriers that delay therapy are most clearly revealed.

"Two indications for the same therapy can create entirely different friction points for providers and patients. One may require straightforward authorization, while another may involve complex documentation and multi-stage payer review, including prior authorization requirements, step edits, lab coordination and specialty pharmacy workflows," says Mary Balaskas, CCO. "If patients don't start therapy, adherence doesn't matter."

The team studies the drug and its indication, analyzing the payer landscape to identify where therapy initiation is most likely to break down. That defines the access problem at its source. Only then does the company determine how technology, workflow and analytics should support execution.

### Purpose-Built Technology for Consistent Follow-Through

Technology, for Neovance, is not the starting point. It is the execution layer.



Mary Balaskas,  
CCO

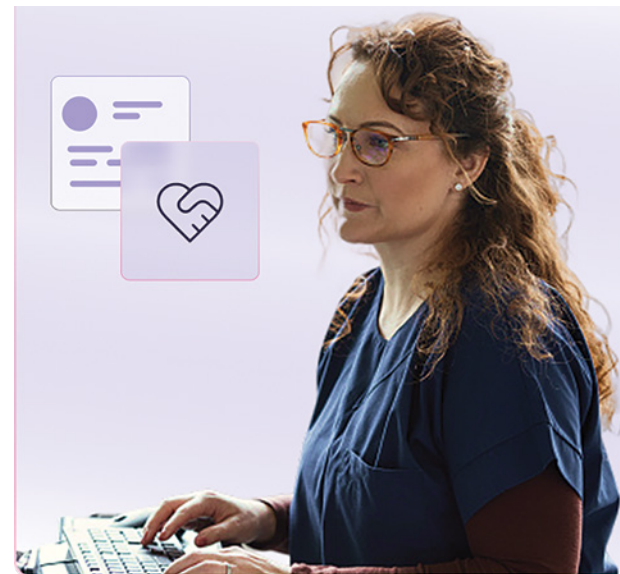
The leadership at Neovance chose to build a custom engagement platform rather than rely on an off-the-shelf CRM to establish better control. Developed with input from reimbursement specialists, pharmacists, nurses and market access professionals, Neovance's platform reflects how the access journey works in practice.

Once the team identifies where a program is breaking down, the platform configures workflows and automates coordination. It also helps identify which patients and provider offices require higher-touch support so resources can be directed where they are needed most. The result is tighter coordination, fewer communication gaps and greater consistency in navigating payer requirements. As program data and outcomes evolve, the platform allows access strategies to adjust quickly.

### Sustainable Patient Assistance Programs

While reimbursement programs address payer approvals and coverage pathways, Patient Assistance Programs (PAP) ensure that affordability does not prevent eligible patients from beginning treatment. For manufacturers, however, PAP must balance timely support with long-term program sustainability.

Neovance approaches PAP with that balance in mind. Automation improves efficiency, reduces processing delays and streamlines enrollment, allowing patients and provider offices to navigate the program with minimal administrative burden. At the same time, structured oversight ensures eligibility criteria are applied consistently so assistance reaches those who truly need it.



“**Neovance looks beyond dashboards to pinpoint where submissions stall and where patients fail to get on therapy.**”

By simplifying documentation and coordinating communication across providers, payers and pharmacies, Neovance reduces friction in the enrollment process while maintaining program integrity and ensuring assistance is delivered in a timely, sustainable way.

### Using Data to Refine Behavior, Not Just Report Performance

In patient access, programs can become reactive, responding to volume or high-level metrics without fully understanding where breakdowns occur. Neovance looks beyond dashboards to pinpoint where submissions stall and where patients fail to get on therapy.

In one engagement involving a therapy requiring complex care coordination and prior authorization management, Neovance worked closely with the manufacturer to implement layered tactical adjustments. Over six months, that disciplined iteration resulted in a 22-point increase in the first-fill rate and a 30-point increase in the prior-authorization submission rate.

### Ensuring Access Translates into Treatment

Neovance's pharmacy model is designed to reliably support the manufacturer programs that provide medication outside traditional insurance pathways. With two non-commercial dispensing pharmacy locations, the company builds operational redundancy into its model, ensuring continuity of service and reducing the risk of therapy interruptions if one site experiences disruption.

Highly automated pharmacy operations allow Neovance to process prescriptions, verify program eligibility and dispense medication efficiently while maintaining strict quality and accuracy standards.

This infrastructure allows Neovance to execute patient assistance programs that support eligible patients who cannot afford therapy. It also supports bridge programs that provide temporary medication while insurance coverage or prior authorization decisions are pending, as well as replacement programs that ensure treatment continues if medication is lost, damaged or compromised. **HT**