159 SOLUTIONS
Data to decisions

SUB-NATIONAL VARIATIONS IN CO-PAY CARD UTILIZATION
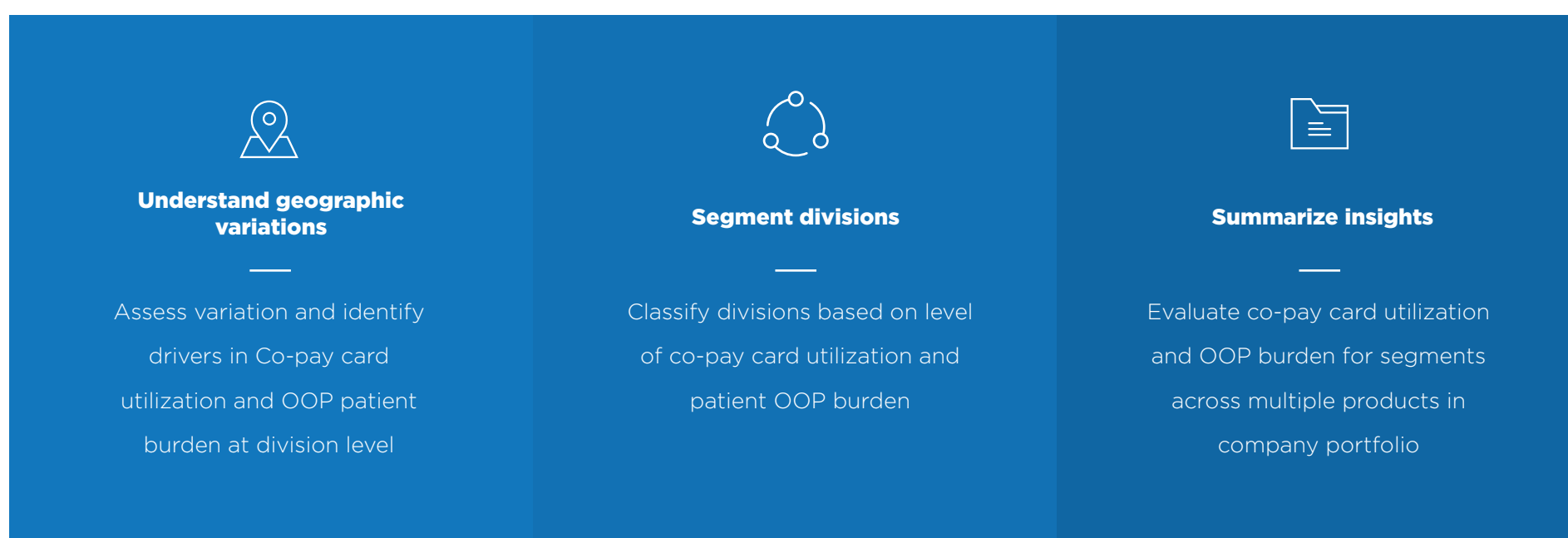
![159 SOLUTIONS - Data to decisions]

CLIENT NEED

A client wanted to better understand co-pay card utilization and patient out-of-pocket (OOP) burden at a subnational level.
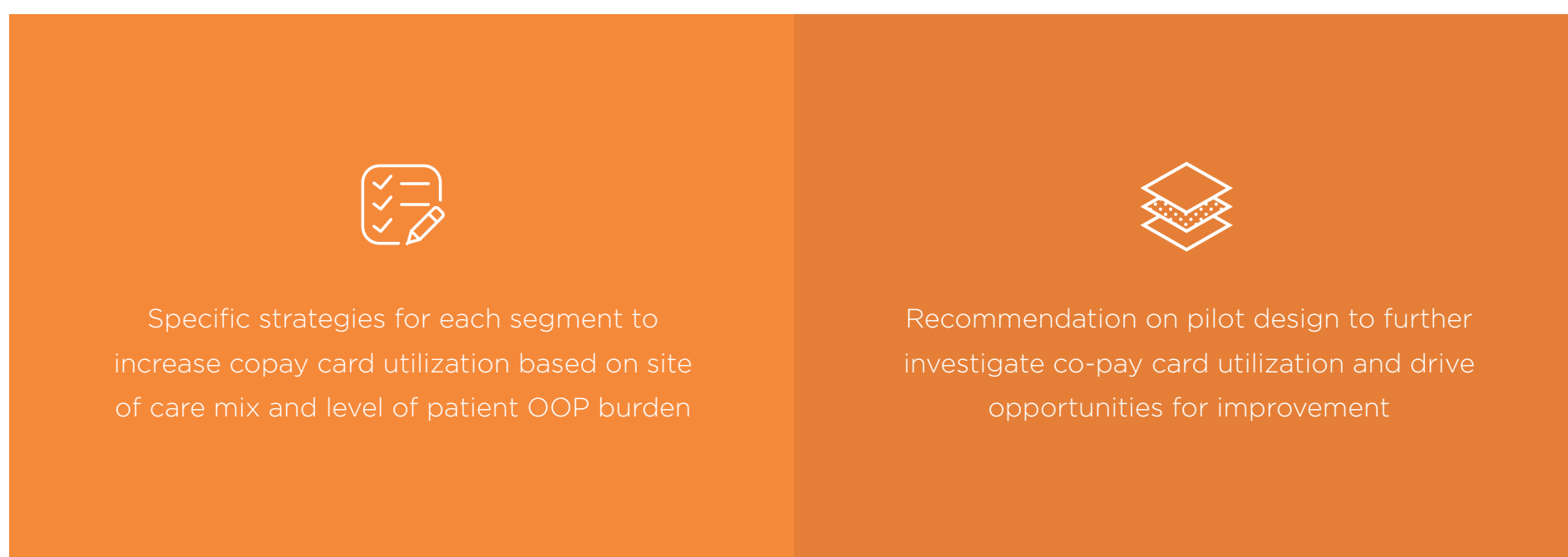
OUR SOLUTION

159 developed an actionable and data-driven segmentation at subnational level informed by copay card utilization and patient out of pocket burden and delivered optimization recommendations against each segment. We further provided an interactive heat map to better visualize and act on variations in utilization.
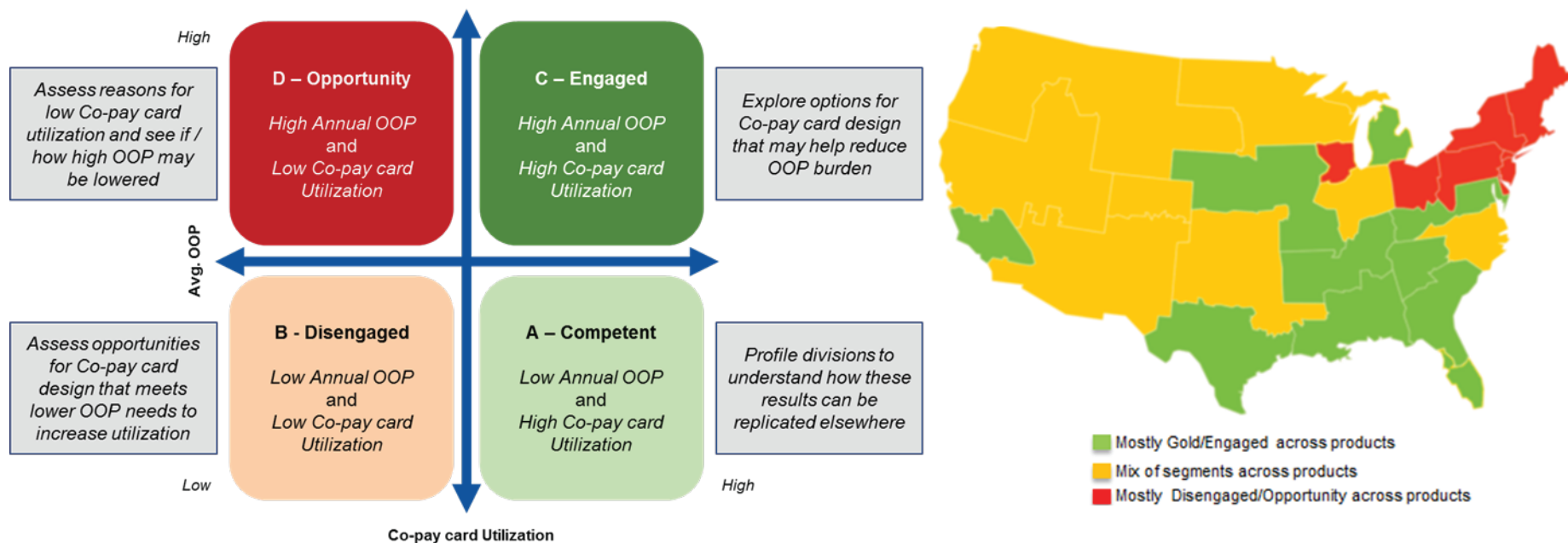
OUR APPROACH

Understand geographic variations

Assess variation and identify drivers in Co-pay card utilization and OOP patient burden at division level

Segment divisions

Classify divisions based on level of co-pay card utilization and patient OOP burden

Summarize insights

Evaluate co-pay card utilization and OOP burden for segments across multiple products in company portfolio

PROJECT OUTCOME

Specific strategies for each segment to increase copay card utilization based on site of care mix and level of patient OOP burden

Recommendation on pilot design to further investigate co-pay card utilization and drive opportunities for improvement

SEGMENTS BY CO-PAY CARD UTILIZATION AND PATIENT OOP

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Mukesh Masand is a Principal at 159 Solutions, an analytically driven company focused on providing solutions to life sciences companies. He has 10+ years experience in consulting and pharmaceutical industry, working closely with clients to help them make data-driven decisions using robust analytics. Prior to joining 159 Solutions, he lead business development analytics at Viscadia Inc, a start up consulting firm focused on specialty pharmaceutical products. He also worked at ZS Associates managing a broad range of sales and marketing analytics engagements across different stages of product life-cycle. Mukesh graduated with a masters degree in Finance from Texas A&M University - Mays Business School.

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