Prescription for Partnership Guide

Your guide for successful integrated account management
Integrated Account Management: The Prescription for Partnership
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At Savient Pharmaceuticals, we believe in the power of partnerships. There’s strength in numbers, and there are different strengths each individual brings to a team.

That’s why we developed a multi-disciplinary integrated account management (IAM) process that applies a team approach to help you reach your goals with KRYSTEXXA®.

Your ultimate goals are to educate healthcare professionals about KRYSTEXXA and help facilitate treatment for appropriate patients. By leveraging a team of Savient professionals who are experts in their own areas to work together on accounts, the team can accomplish goals much more efficiently and effectively.

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Meet the team

The Savient team is comprised of a Territory Sales Manager, an Area Business Specialist, a Director of Managed Markets, and a Nurse Educator. Everyone is a critical piece of the puzzle.

It’s important to understand each other’s roles and responsibilities, so you know when it’s time to involve the next key person.

**TSM**—As the core customer relationship manager, the Territory Sales Manager—or TSM—leads the charge and brings in the right back-up teammates at the right time.

**ABS**—The Area Business Specialist—or ABS—provides physicians’ offices information on all billing, coding, reimbursement, and insurance coverage information related to KRYSTEXXA®.

**DMM**—The Director of Managed Markets—or DMM—helps ensure KRYSTEXXA access through managed care plans by visiting formulary decision makers at these organizations.

**NE**—The Nurse Educator—or NE—helps nurses with KRYSTEXXA safety, preparation, and administration procedures.

No matter what your role, always ask yourself:

- What do I need to provide?
- What can I do less of?
- Is there anything else I should do for the account?

And, remember, there are no egos involved in making this work. When one person wins, everyone wins!

Keep communication lines open

The single, most important element for successful integrated account management is communication. The team’s communication should be:

- **Candid** to ensure everyone knows where they stand and trusts each other
- **Direct** to foster respect by saying what you mean
- **Rapid** to communicate key points quickly and often
- **Consistent** to reinforce messaging

When everyone knows what’s going on at all times, your team will operate at its maximum potential. And each success will build upon the last.

But it all starts with a sound plan.
Developing a Cohesive Integrated Account Management Plan
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Successful integrated account management entails working as a team to develop an integrated account management (IAM) plan with specific goals and milestones. The TSM and ABS should work on the initial draft together. Then the Regional Business Director (RBD) should review it.

Be sure to update your plan regularly and refer to it before calling on each account. Reassess your plan often, as goals and activities can change. And, as with all of your activities, make sure your plan is consistent with the KRYSTEXXA® strategy and messaging.

Measuring plan goals

Team members have different methods of measuring IAM plan goals.

- For ABSs, plans and objectives are reviewed, evaluated, and adjusted based on the reimbursement support they are able to provide.
- For DMMs, goals are defined and measured by coverage, access, and commercial insurance, but the team is also expected to assist TSMs with their accounts.
- For TSMs, measurements are based on sales numbers, as well as formulary wins, VA wins, and MBOs, a good portion of which are about teaming and using resources.

Of course, leaning on your team and using your resources are givens.
Individual and Group Priorities
Individual and Group Priorities

As you work on building strong partnerships with your teammates and strong relationships with your customers, keep our overall goals in mind. Depth and breadth will continue to be our strategy for 2012, plus focusing on ‘the right’ things.

Do the right things

Focus more closely on delivering the right messages, targeting the right accounts, and finding the right patients.

The right messages

Continue delivering the approved KRYSTEXXA® messages. How can you tailor your message to each customer based on the ‘Think Like a Customer’ model?

The right accounts

Focus your efforts on the right Rheumatologists. How do we educate Nephrologists and Primary Care Physicians about RCG and KRYSTEXXA so they can refer patients?

The right patients

How can you help physicians identify and treat appropriate RCG patients?

Your marketing tools and sales training will expand upon these messages. Throughout the year, be on the lookout for new materials and training sessions.
Manage your priorities

In addition, make sure you are meeting your individual priorities specific to your role, since these priorities also lead to better teamwork among the Integrated Account Management Team.

For the TSM, you must:
- Drive rheumatology KRYSTEXXA® readiness
- Accelerate patient flow to rheumatology KRYSTEXXA utilizers
- Identify gout centers of excellence
- Leverage a positive reimbursement environment

For ABSs, priorities include:
- Maintain communication and partnership with the TSM through the Integrated Account Management process
- Reduce the cycle time from the time a patient is identified to the time they receive treatment
- Increase conversion rate of the number the patients who are identified to the number of patients who actually receive treatment

And for DMMs, your priorities are to:
- Focus on supporting the TSM, ABS, and healthcare providers to:
  - Raise awareness of the cost and consequences of gout and RCG
  - Ensure all relevant Sites of Care have access to order KRYSTEXXA (distribution)
  - Outline commercial payers coverage determination process to ensure that coverage policy is consistent with the KRYSTEXXA label
  - Design and refine KRYSTEXXA Connexxions service functions to assist customer in gaining KRYSTEXXA coverage for RCG patients
  - Develop financial support programs that assist RCG patients to start on and continue KRYSTEXXA therapy

Stay focused on these tasks and successful teamwork will follow.
Leveraging Team Members and Tools Effectively

Making the most of your team members and all the tools available to you is another critical component of the Savient Prescription for Partnership.

Always ask yourself up front:

• What is your planning process?
• What is your end objective with your customers?
• What are the core things you need to know about and account for to gauge progress and move it to the desired end state?

Then ask yourself:

• Are you relying on your teammates to provide input from their areas of expertise to help you through this process?
• Are you reviewing your sales aids regularly, so you're prepared to present them when the ideal opportunity arises?
• Are you reviewing your sales reports on at least a weekly basis to see what's going on in your accounts?

Once you understand your teammates' roles and responsibilities, don't hesitate to reach out to them as soon as you pinpoint a need. And familiarizing yourself with all the marketing tools Savient provides is essential, so you know what to pull out when while out on your calls.
Moving an Account Forward
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Now that you have a better understanding of Savient’s IAM model and its objectives, how can you move your accounts forward?

There are five milestones to focus on:

1. Educate healthcare professionals about the unmet needs of RCG patients.
2. Raise awareness that KRYSTEXXA has the power to rapidly reduce uric acid levels and dissolve tophi in RCG patients.
3. Provide healthcare professionals and patients with services to understand coverage for KRYSTEXXA.
4. Provide resources to help patients start and stay on therapy.
5. Ensure appropriate sites of care are ‘KRYSTEXXA ready’ and prepared for infusion.

If everyone in your team is contributing their expertise to achieve these milestones, then you’ve done it! You have successfully used integrated account management and are on track to gain more business.
Signs of Success
Signs of Success

But wait. You’re working hard as a team to achieve all these milestones, but you’re still not sure you have been successful.

Desired end state

You’ll know you have been successful when your physicians:

- Agree there are unmet needs in gout, specifically in RCG patients
- Consider KRYSTEXXA® when screening gout patients, including new patients
- Actively reassess all their patients every step of the way to determine whether any have progressed from not being satisfied with current treatment to being a potential KRYSTEXXA patient
- Fully understand the assistance programs we offer to help patients obtain KRYSTEXXA therapy and remain on therapy
- Conduct education and outreach about RCG and KRYSTEXXA to primary care providers and Nephrologists
Develop a checklist to get there

Here are some questions you can ask yourself and your team members along the way:

- Have you convinced your physicians they have RCG patients with unmet needs?
- What is the physical evidence of these unmet needs?
- Do you understand what your account's current protocol is for managing gout patients?
  - Where does KRYSTEXXA® fit in with the treatment of gout at that account?
  - If KRYSTEXXA doesn't currently fit in, what are the obstacles and how do you plan to address them?
- Have you truly convinced the account that KRYSTEXXA can help these patients?
- Do your physicians understand all the programs available to help patients receive treatment with KRYSTEXXA?
- Have you taken all the steps you can to educate your customers about KRYSTEXXA?
- How do your physicians define an appropriate KRYSTEXXA patient?
- Are they ready to infuse KRYSTEXXA or do they know where patients can go to get infused?

Asking these questions will help you benchmark where your accounts are in the process of adopting KRYSTEXXA treatment for appropriate patients and what else you need to do to keep moving them forward toward prescribing it.

Figure out how many accounts have evolved into a successful account and what stage of the process they're in based on your checklist of questions.

And remember, always try to think like your customers. Ask yourself what it would take to convince you to believe in the benefits of KRYSTEXXA and begin treating appropriate patients with KRYSTEXXA.
**Glossary of Terms**

**IAM team members**

**ABS** = Area Business Specialist – The ABS provides the information physicians’ offices need regarding any and all billing, coding, reimbursement, and insurance policy issues related to KRYSTEXXA®. Since they know both office and insurance procedures, they understand when to pull in the account’s office manager or physician, as well as the Territory Sales Manager or Director of Managed Markets.

**DMM** = Director, Managed Markets – The DMM helps ensure access of KRYSTEXXA through managed care plans, including Medicare and Medicaid. They visit the formulary decision makers at these organizations regularly. DMMs also ensure KRYSTEXXA is available through the approved distribution network. They have VA responsibilities at the regional and national levels.

**NE** = Nurse Educator – A Nurse Educator enters the picture once the staff and nurses are ready to learn about the safety, preparation, and administration procedures for KRYSTEXXA. The Nurse Educator helps nurses become more knowledgeable and confident when preparing and infusing KRYSTEXXA.

**RBD** = Regional Business Director – The RBD manages a team of TSMs in a specific region.

**TSM** = Territory Sales Manager (or ‘sales rep’) – The TSM is the IAM team’s core, since they are usually the first to gain access to an account. TSMs should lead the charge in fostering communication to build physician relationships. But they also know when to bring in the right backup.
Glossary of Terms

Other terms

IAM = Integrated Account Management – IAM is the process by which the ABS, DMM, NE, and TSM work together to plan and execute strategy on each account. The goal of IAM is for everyone to work together as a team to leverage each other’s primary responsibilities, so all the work doesn’t fall on the TSM. The TSM is the first point of contact and all of the other team members offer support to him/her through their particular areas of expertise.

Integrated Account Management Plan – The IAM plan is an Excel-based tool the ABS, NE, and TSM use to maintain account information and track progress as part of the IAM strategy. It lists account objectives, market data, payer data, action steps, and timelines.

Integrated Account Management Team – The IAM team consists of the ABS, DMM, NE, and TSM.