

Connecting Rare Disease Patients to Life-Altering Treatment

Biopharmaceutical Company Beats Patient Start Goal by 3.7X in 6 Months



WHAT WE DID

- Patient Engagement
- Patient Education
- Omnichannel Outreach
- Team Selling



INDUSTRY

Healthcare | Rare Disease



RESULTS

- 3.7X Patient Start Goal in 6 Months
- Re-Engaged 24% of Previously Inactive Patients
- 8:1 Annual Revenue ROI



Critical Patient Funnel Gap Caused Missed Opportunities for Life-Altering Care and Revenue

[SITUATION]

Our client, a global biotechnology leader in ultra rare genetic disease therapies, offers symptom management treatment for Phenylketonuria (PKU), an incurable disease that affects one out of every 10,000 babies born in the U.S. each year.

Our client faced a silent but costly challenge: nearly 3,000 of its patients had taken the first step toward receiving life-altering care by signing a patient authorization form, but those patients never initiated therapy. Each stagnated patient journey represented not only lost revenue but a missed opportunity to deliver life-changing treatment to patients who needed it most.

Our client engaged MarketSource to fill these critical gaps in their patient funnel, reignite patient journey momentum, and grow revenue.

CHALLENGES

Stagnant patient journey

Waning patient engagement

Lack of personalized patient outreach



Clinical Patient Education Specialists Re-Engaged Patients, Accelerating Therapy Initiation

[SOLUTION]

Using a team-sell approach, our clinical patient education specialists worked with the client's field sales team to connect patients to essential therapies. These specialists, clinicians who were also subject matter experts in the client's at-home injectable therapy, engaged patients with motivational interviewing—a technique healthcare providers and counselors use to help patients overcome their ambivalent feelings about treatment and encourage them to find the motivation to take the next step in their care.

The team used a personalized, omnichannel outreach strategy to connect with patients in resonant ways and empower them to better understand their condition, evaluate their treatment options, and take confident steps toward effective therapy.

KEYS TO SUCCESS

Clinical patient engagement + education specialists

Personalized omnichannel outreach



“What your team is doing is incredible. This program is having an impact on our revenue and, most importantly, on patient’s lives! We really appreciate your team’s efforts! You all are making a difference—one patient at a time.”

– SR. Director,
rare disease
pharmaceutical company

Real-World Results



3.7X Patient Start
Goal in 6 Months



Re-Engaged 24%
of Previously
Inactive Patients



8:1 Annual
Revenue ROI

Within six months, our team’s skilled, expanded outreach re-engaged 24% of previously inactive patients, resulting in 11 new patient starts, 3.7X the client’s original goal, and an 8:1 annual revenue return on investment for the client.

MarketSource, an Allergis Group company, is a sales acceleration company focused on delivering better outcomes for many of the world’s most iconic brands. We design and operationalize managed sales and customer experience solutions in B2B and B2C environments. Our solutions are purpose-built and tech-enabled to deliver measurable improvements in business outcomes.