

# Five questions to ask a potential patient support partner

## A pre-launch checklist for patient services

Looking for just the right partner to help you ensure patients can get on and stay on the medications they need?

Want to improve product access for a novel therapy?

Perhaps you're launching in an already crowded market, or you're not sure whether it's time to change partners.

Whatever your specific needs are, you are sure to have a number of vendors vying to help you launch or optimize your patient support program.

Position yourself to make the biggest impact for patients by asking potential partners these questions.

**Lash Group pioneered the patient services industry. Three decades later, we continue to innovate with purpose, putting the patient at the center of everything we do. And we continue to lead the way in driving access to innovative therapies.**

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### 01 Do you have experience with products similar to mine?

Generally, potential partners should have a strong understanding of the disease state, prescribing, route of administration, and other clinical aspects of the drug. But when this is not entirely possible with a new therapy, it's essential to work with an experienced partner with proven chops in programs similar to yours. That way, they can offer customized solutions to meet the needs of the patient.

### 02 What challenges could patients face when trying to access my product?

New therapies raise many questions about reimbursement, which means you'll need someone with expertise related to payer engagement, benefit verifications, prior authorizations, appeals support, and other coverage factors. In addition to differentiators like automation, field services teams—who help with product-related reimbursement questions from providers—can separate effective patient support partners from the pack.

### 03 What is your approach to launching a patient support program?

Experienced patient support partners will leverage a [documented, phased methodology](#) based on project management and client delivery fundamentals to launch your program. You should be able to see that architecture in advance of your launch.

### 04 How do you use data?

Patient support partners can aggregate and analyze data to identify benchmarks and assess program performance. Ensure that your partner provides data-driven insights and guidance, not just anecdotes. And most of all, ensure that they make those insights regularly available to you. For example, reporting and analytics at launch can flag issues in coverage and other market dynamics that might impact success.

### 05 How do you ensure you're evolving with technology and the industry?

The solutions your patient support partner develops to drive access and adherence to your product should be as novel as the therapy itself. The right partner will be one step ahead of leading edge and ever-aware of the challenges specialty drugs could face as the market evolves—and never willing to stop.