

# Simplifying medicine **access** and **growth** in the **Nordics**

## THE OPPORTUNITY

A number of clients with rare disease portfolios across multiple therapy areas required simplified operational solutions for the Nordic region.

Our partners did not have the local resource, expertise, and relationships to fully understand the complexities of the Nordic markets.

Together we identified a larger potential for sales growth and operational effectiveness.

## THE CHALLENGE

Abacus Medicine Pharma Services (AMPS) needed to provide simplified logistical and medical awareness solutions covering all the Nordic countries to address numerous market specific challenges including:

- Lack of market presence and local intelligence to inform and create supply and demand forecasts
- Dealing with multiple wholesalers, pre-wholesalers, hospitals and retail pharmacies
- Demand from the above customers being on a frequent, ad hoc, non structured basis
- Tender management being held centrally and not at a local level
- To achieve all of the above and, where required, without the need for the client to produce any market specific packs or handle any Falsified Medicines Directive (FMD) activities

# THE AMPS SOLUTION

AMPS was able to deploy a simplified partner model to launch and grow products. Our flexible go-to-market framework was adapted to meet product needs based on specific life cycle stages in defined geographic territories.

The capability of blending our services, as seen below, is the key to unlocking our partners' products potential across the Nordics.

## THE RESULTS

With the AMPS solution, the following results were achieved:

- Strong partnerships with the pharmaceutical companies to work together on the provision of the initial solution and developing the ongoing strategy and tactics
- KOL relationships established across the Nordics with 160+ specialists – new and increased prescribing base.
- Organised and facilitated multiple advisory boards, medical webinars, and one2one meetings – increased product awareness and best practice across the territory
- Access to medicine optimised through pricing and reimbursement agreements,
- Implementation of funding decisions combined with launch excellence, and tender management resulted in sales growth
- Medical affairs expertise improved patient access to appropriate healthcare treatment

## THE BENEFITS

With the AMPS solution securing tenders and developing and leveraging KOL relationships, patient access to products has been increased across the Nordics. Clients have been able to develop accurate and robust manufacturing plans and in combination with the consolidated, single point of delivery and frequency have realized efficiencies and cost savings.

## OUR SERVICES



### Market Access Solutions

Thinking ahead in value demonstration and payer relations



### Commercial Strategy

Strategies that deliver on product value



### Integrated Medical Affairs

Scientific communication with impact



### Supply Chain Management

Delivering where it matters, when it matters



### Quality and Technical Compliance

Seamless solutions for quality and technical compliance

**To find out more about the case study or our other service capabilities, do not hesitate to contact us**