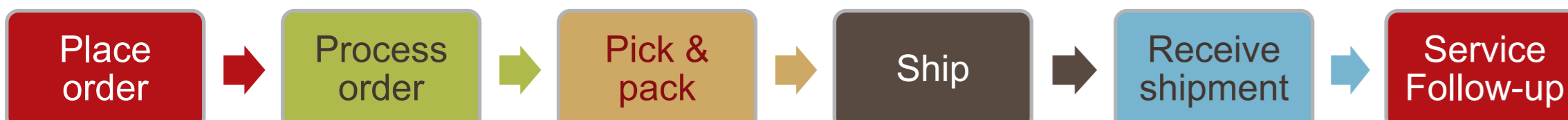


# Unlocking Value in Healthcare Delivery Channels

## Motivation / Background

- Our client is a global pharmaceutical manufacturer, supplying over four billion packs of pharmaceutical product annually to over ~200K pharmacies and ~14K hospitals
- The biotech industry is already moving away from the traditional wholesaler model for supply of high value specialty medicines
- Alternative channels to retail, pharmacies, hospitals, specialty clinics, homecare, NGOs and government institutions are well established in developed markets for Consumer Healthcare, but its use is still being explored for pharma

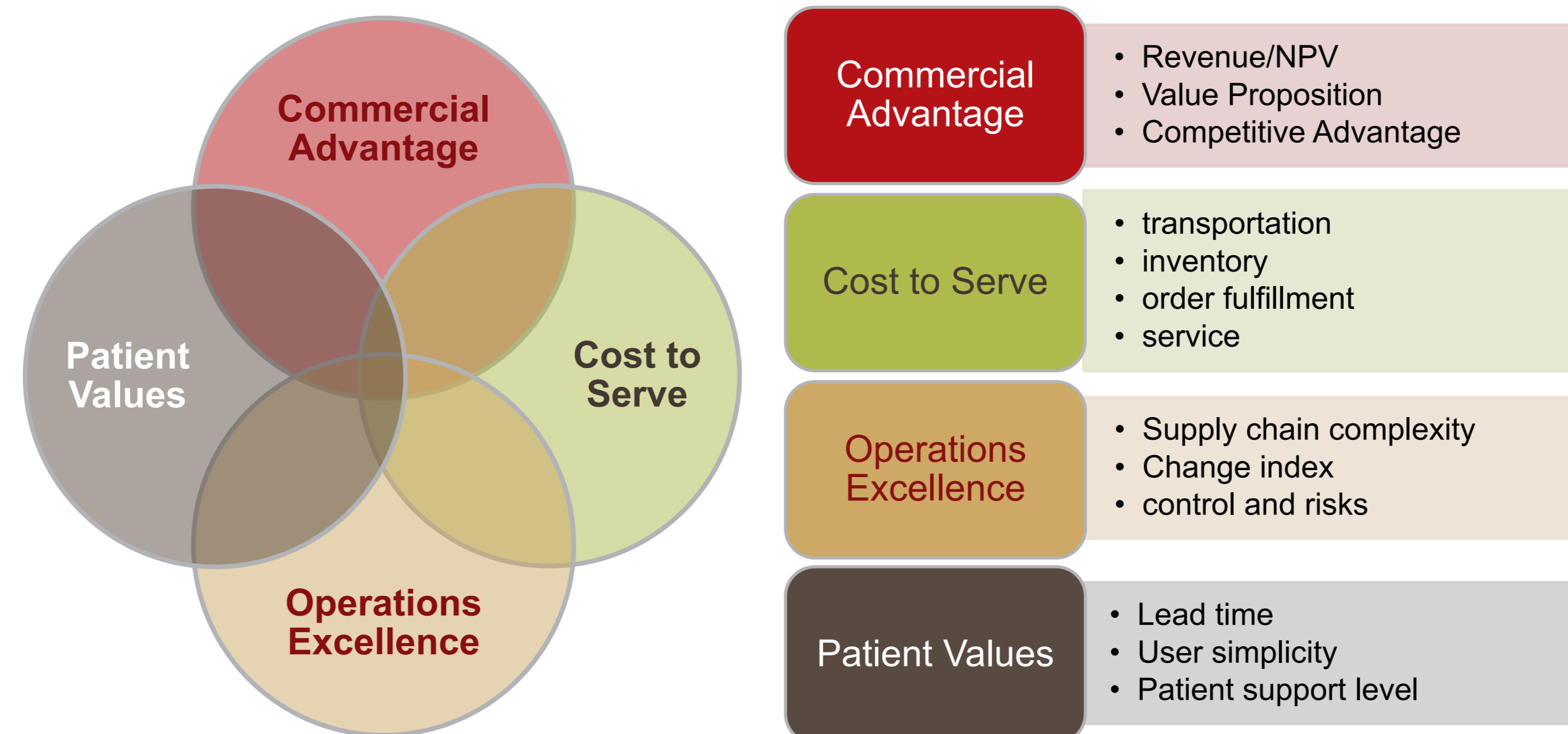


## Key Question / Hypothesis

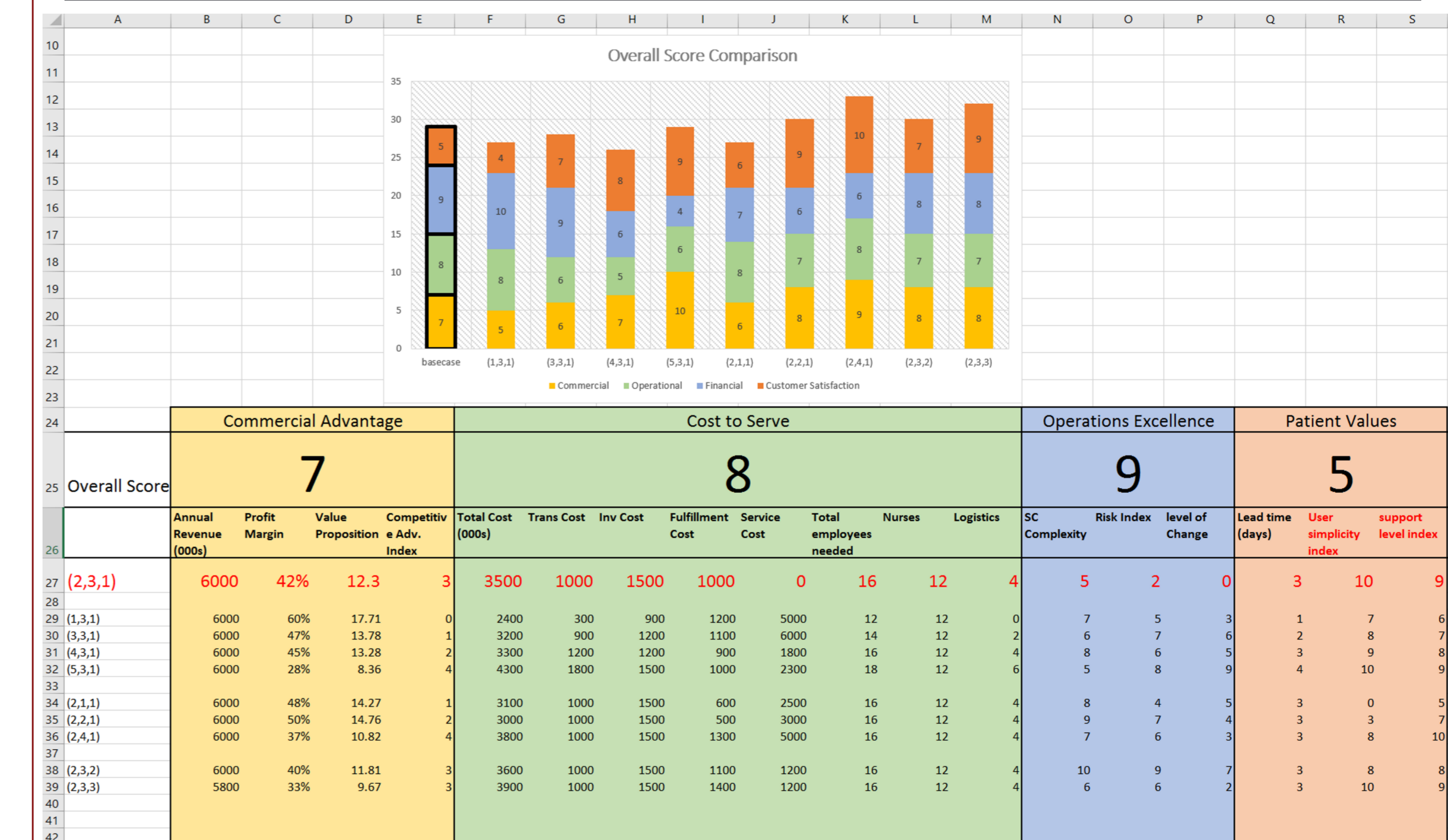
- What are the benefits and challenges of route to patient for specialty products?
- What models have been tried/proven effective, using some combination of:
  - transportation/ distribution (supply chain)
    - to doctors' offices
    - to specialty clinics
    - courier/mailed drugs/prescription
  - patient clinical support (nurse visits home/site)
  - patient non-clinical support—through apps, er
  - commercial models



## Methodology



## Output View



## Expected Contribution

- Research on existing practices in the industry
- Research on existing analysis frameworks
- Propose viable alternatives in pharmaceutical distribution channels that are aimed to enhance patient experience
- Develop a analysis tool to evaluate alternative pharmaceutical distribution channels that is:
  - Specific, takes into account product and market differentiations
  - Comprehensive, making evaluation from multiple functional prospective
  - Easy to use for senior executives for making decisions
  - Extendible to a wider portfolio of products

Muching Zhang



Qi Zhang

