



# Leveraging Relationships with Drug Manufacturing Teams to Optimize Patient Outcomes

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## Introduction

Pharmaceutical sales representatives have a pivotal role in providing healthcare professionals with essential information to make informed decisions on treatment options, creating shared objectives, and supporting the patient’s journey. They also serve as a gateway to unique services offered by drug manufacturers. There are multiple team members who can assist with the many facets of patient care, contributing to improved treatment outcomes and enhanced patient well-being. The purpose of this poster is to outline the roles and services provided by members of the drug manufacturing teams to ultimately optimize patient care.

## Oncology Sales Specialist

- Provide timely updates on new therapies, dose changes, indications, dosage forms and medication warnings
- Provide free drug vouchers and/or sample medications to bridge patients during the prior authorization process or foundation assistance matching
- Distribute copay cards to reduce costs for commercially insured patients

Provide contact information for other members of their team

## Field Reimbursement Managers “FRMs”

- Assist with the Patient Assistance Program (PAP) application process including expediting approvals, assisting with denials, and facilitating approvals of applications for off-label uses
- Aid with access to limited distribution medications
- Seek to gain working relationships with financial counselors, social workers, nurse navigators, pharmacists, and pharmacy technicians
- Review denied claims from payors for previously approved medications
- Provide product replacement/credit for damaged, expired, and/or unused products

## Examples of Support Materials

<b>Educational Materials</b>	<ul style="list-style-type: none"><li>• Cancer Caregiver’s Guidebook</li><li>• Cancer Wellness Cookbooks</li><li>• Patient education materials and non-branded disease state information</li></ul>
<b>Patient Aid Materials</b>	<ul style="list-style-type: none"><li>• Patient starter kits which can include pill boxes, PPE prevention aids (socks, sole inserts), OTC medications, exercise aids (resistance bands), and treatment calendars</li><li>• Unique items such as wrist bands that change color in the sun for melanoma awareness and drug photosensitivity</li><li>• Monitoring devices such as Kadia Mobile Device, blood pressure monitors, and digital thermometers</li></ul>
<b>Services</b>	<ul style="list-style-type: none"><li>• Adherence text messaging programs</li><li>• Connection to patients on patient assistance medications</li><li>• Free medical reference books, study guides for staff, and anatomy models to aid in patient education</li><li>• Medicare Part D Inflation Reduction Act educational materials for patients and provider team</li></ul>

## Helpful Resources: Drug Manufacturer Contact List

**COMPANY:**  
**PRODUCT:**

JOB TITLE	CONTACT NAME	PHONE NUMBER	E-MAIL
Oncology Sales Specialist			
Field Reimbursement Manager			
Medical Science Liaison			
Nurse Educator			
Health Information Specialist			
Contract Account Manager			
Precision Medicine Consultant			
Thought Leader Liaison			
Other/Role			



## Nurse Educators

- Knowledgeable on drug information related to the package insert (PI)
- Available to speak to patient support groups regarding disease states or specific medications through in-person presentations or online webinars
- Experts in communicating medical information effectively – translating complex concepts into layman’s terms for patients while providing highly specialized and detailed medical insights to healthcare professionals within their respective fields
- Provide experienced guidance to healthcare teams for counseling patients on potential adverse reactions and optimal management strategies
- Provide access to manufacturer patient adherence monitoring programs

## Medical Science Liaisons “MSLs”

- Provide specific clinical information necessary for successful appeals for prior authorization denials
- Aid in prior authorization approvals for off label medication uses
- Provide detailed answers to questions related to drug warnings, drug interactions, and precautions that are not addressed in the PI
- Provide information and answers to questions that sales representatives and program speakers are restricted to discuss

## Cross-Functional Resources

- **Health Information Specialist** – Assist with building or reviewing order sets
- **Precision Medicine Consultant** – Educate staff & offer best practices for genetic testing orders to enable identification of potential personalized treatment plans
- **Business Engagement Manager** – Assure accounts receive best pricing available for their company’s drug portfolio, provide quarterly reporting on drug usage & savings
- **Thought Leader Liaison** – Help clients create and enhance various presentations
- **Senior Management** – Respond to feedback from team members regarding current trends, issues, and challenges observed in the field. Charged with sustaining and improving existing successful programs