

SOLUTION OVERVIEW

GROSS-TO-NET MANAGEMENT IN PHARMA PREDICTABILITY AND PROFITABILITY THROUGH CONNECTED PLANNING

In 2020 the gross-to-net bubble is projected to reach \$200B.

Doubling over the past 7 years, gross-to-net adjustments are squeezing profit margins as distance grows between list prices for drugs and their net prices after rebates and other reductions. Being able to understand, explain, and accurately forecast these adjustments—especially rebates paid to 3rd-party payers like insurance companies and Medicaid, among others—is critical to the finance function of commercial pharmaceutical organizations.

A 1% improvement in Gross-to-net can mean \$10's or \$100's of millions to the bottom line.

Yet, gross-to-net forecasting and controlling is not easy. These are complex and time-consuming processes to develop and manage, with robust methodologies and models supporting them. And with each step of the process managed by a different business area, collaboration and alignment is key. CFOs, CROs, and stakeholders across marketing analytics, market access, contracting, strategic pricing, channel analytics, finance, and accounting, all have a part to play and a vested interest in producing accurate forecasts and accruals, and being able to explain variances.

So how can pharmaceutical companies -big or small, focusing on branded and/or specialty and/or generic segments- retain ownership over their processes, automate them, connect people and data and plans across business areas and systems, and quickly answer questions like: "Am I overpaying for market access? Am I optimizing channel mix? Where does my value proposition give me more pricing power than I thought? What assumptions did I make in my plan that didn't hold true?"

Anaplan is a highly configurable business planning and modeling platform being used across the industry for Gross-to-net management.

FASTER DEPLOYMENT, FASTER TIME-TO-VALUE

In a matter of weeks, move out of Excel, and into Anaplan, a flexible, best-in-class cloud-based planning, modeling, reporting, and accruals platform. Save time, begin automating your process, and learn a tool that will enable you to continuously improve your process over time.

Anaplan is a unique platform. It is business-owned. To that end, Keyrus leads with enablement. We want you to confidently own your Gross-to-net solution, without creating dependencies on IT or 3rd party consulting firms.

The Keyrus team knows the pharmaceutical industry and understands your organization has its own approach to gross-to-net.

We can work with you to translate your process, methodologies, and institutional knowledge into flexible, real-time, connected Anaplan model that can scale and grow with your organization through product launches, acquisitions, and loss of product exclusivity. Together we can make the gross-to-net function more-agile, more-automated, and more-transparent, giving you back time in your day and lowering stress levels, while improving accuracy.



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GROSS-TO-NET MANAGEMENT



- + Import patient-level information, purchase orders (POs), and invoices to provide an aggregate view of a study while also supporting drill-down capabilities to provide visibility at the individual transaction level
- + Reduce human error and the need to manually move data across systems and spreadsheets by bringing your models into a single connected platform that is always real-time
- + Improve forecast and accrual accuracy by enabling collaborative forecasting of demand, pricing, channel mix, rebates, along with contracting, pre-/post-deal analytics, accruals, and more!
- + Confidently model all assumptions around distributor agreements, complex contract terms, and all rebates, chargebacks, and deductions
- + Simplify gross-to-net complications with version control, information sharing, and greater efficiency
- + Establish a competitive advantage by removing technology as a constraint to your team's ability to develop insights and create value!

KEY FUNCTIONALITY

- Demand forecasting incorporating impact of market events to forecast in-market volumes, model pricing changes by brand and SKU
- Pre-/Post-deal analytics with the ability to forecast and measure contract performance
- Contracting with the ability to capture complex rebate assumptions, capture assumptions about volume shifts from Non-Preferred to Preferred, calculate best price, layer in price protection assumptions—literally any and every contract term can be captured, forecasted, measured!
- Forecast channel mix and rebates by channel across Commercial, Part D, Medicaid
- Quickly make changes to methodologies for forecasting gross-to-net as a result of changes in strategy, policy, or market landscape
- Perform what-if scenario planning across all business areas, take snapshots and variance analysis
- Integrate any data source that contribute to gross-to-net revenue forecasting and accounting

GET STARTED NOW

Contact us to learn more or receive a demo of this solution

epm@keyrus.com