



Process and Documentation Improvement for Pharmaceutical Coupon Programs

AT A GLANCE

Our client, a leading pharmaceutical manufacturer across multiple therapeutic areas, partners with vendors to administer coupons and other programs to support patient access and affordability. Multi-functional review and approval processes were arduous, and documentation was inconsistent across therapeutic areas and vendors. Together with KLM Consulting, Nagel Strategies developed tools and recommendations to streamline and harmonize processes, and reduce exposure to compliance risks.

The new documentation was rolled out across all programs this year. We gained a true sense of alignment across all [program] sponsors of what we really need to be putting forth in these documents. I enjoyed being a part of the workstream, I enjoyed being a part of the implementation, and I am enjoying being a user of the output.

WHAT WE DID

We conducted user interviews and a series of virtual and live workshops to identify key business needs, redundancies, and pain points across all functional users. The client adopted a new process and policy that raises end-to-end visibility of program components, standardizes documentation across therapeutic teams, reduces workload, and enhances a culture of compliance. In addition to the process map and policy, deliverables included work instruction, a training deck, and template program documentation.