

# Imaging Panda - US Head - National Access Management at Amylyx Pharmaceutical

Interview conducted on March 10, 2023

## Topics

Healthcare Industry, Patient Education, Enrollment Process, Sales Team Education, Coaching Accounts, Communication, Adherence

## Summary

The Tegus Client speaks with the US Head of National Access Management at Amylyx Pharmaceutical about various challenges in the process of verifying patient eligibility for financial assistance, collecting complete enrollment forms, educating the sales team on office swim lanes, and improving the process of getting patients to respond to outreach from an assistance program. The expert suggests providing resources to help patients understand the process, increasing the frequency of collecting completed enrollment forms, periodic refresher and re-educating of sales team, and coaching accounts on how to get their patients on therapy as the most important area for improvement. The expert also emphasizes the importance of minimizing the time it takes to complete the process, reconciling conflicting data sources, and verifying the account's understanding of how to overcome barriers.

## Expert Details

US Head - National Access Management at Amylyx Pharmaceuticals; former National Director of Field Reimbursement at Sandoz, leaving in November 2021; and former Sr. Director - US Field Access & Reimbursement at Intercept Pharmaceuticals, Inc., leaving in June 2021. Expert can speak to their experience leading field reimbursement at Amylyx Pharmaceuticals, Sandoz, and Intercept Pharmaceuticals, Inc.

US Head - National Access Management at Amylyx Pharmaceuticals. The expert is responsible for the entire access and reimbursement market access group. They handled everything from creating the curriculum, working with peer marketing teams and vendors to create teaching materials, and also sourcing and hiring people for the company.

Prior to Amylyx Pharmaceuticals, the expert was the former National Director of Field Reimbursement at Sandoz, leaving in November 2021. The expert was a lead for the Field Reimbursement division on all matters related to strategy, leadership, management, operations, and financial support and oversight that aligns with strategy and business goals. They also provided leadership to link strategy to execution in order to deliver patient access to products and services.

The expert was the former Sr. Director - US Field Access & Reimbursement at Intercept Pharmaceuticals, Inc., leaving in June 2021. The expert was responsible for creating and executing strategy as well as meeting and exceeding goals for Ocaliva. They were also responsible for the expansion, buildout, recruiting and onboarding of 4 Area Directors and 24 Regional Access Managers (RAMs) and set vision and strategy to execute brand and market access strategies specific to the unique needs of each division.

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## Tegus Client

Hi, thanks for speaking with me. Let me give you just some additional context. We discussed the challenges in starting a patient on their specialty medication from the eyes of an FRM. So just from the top, what makes the process challenging, if at all, when you're verifying the eligibility of a patient for financial assistance?

## US Head - National Access Management at Amylyx Pharmaceutical

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So the challenging part is getting the information from the patient, that could be challenging because they may not understand why they need to provide the information they need to provide. So you have to explain to them or the provider's office has to explain to them the reason for giving, what would be deemed, personal information that they may not want to give. Now if the patient is older, they may be more old school and be more resistant to giving information, so you're going to have to walk them through the situation, someone who's younger may understand and may not provide as much resistance.

**Tegus Client**

In your eyes the challenge is that it's time consuming, is it that patients don't submit it frequently enough, is it something else, like what's.

**US Head - National Access Management at Amylyx Pharmaceutical**

Well, so when a patient is eligible for a product, they're under the understanding that, okay, I'm eligible for a product. So let's just get moving with the process. They're not expecting that they may have hurdles that they have to overcome to get the product like providing financial assistance so they can potentially get aid in some, of some sorts to lessen the burden of their out-of-pocket costs.

**Tegus Client**

So if you were to make this process better, would you want to minimize the amount of time it takes to do this? Or would you want to increase the frequency that patients submit the info?

**US Head - National Access Management at Amylyx Pharmaceutical**

It's not a matter of increasing the frequency. It's having materials to better explain the process for individuals. I don't think enough focus is put on that to help them understand why a provider or why a manufacturer is asking for that type of information. So I think if resources in terms of something a patient can read to better understand, oh, okay, I've got to do this because X, Y and Z, that's going to help lessen my burden for paying for this product.

**Tegus Client**

Just to understand, what would those resources help you do? Would it just eliminate phone calls for you? Would it save you?

**US Head - National Access Management at Amylyx Pharmaceutical**

It would save time. It would save time and it would better prepare the patient to provide the necessary information to be eligible for financial assistance.

**Tegus Client**

And how important is this process, if at all?

**US Head - National Access Management at Amylyx Pharmaceutical**

So depending, this process becomes important when you're dealing with Medicare and financial assistance because with Medicare, patients have a coinsurance or a co-pay that could be 25% or more towards the product that they're getting. So providing financial assistance and providing information for financial assistance is more important to Medicare patients. Not as much for commercial patients because many manufacturers have a \$0 co-pay for commercial insurance.

**Tegus Client**

What makes determining where to collect information from about the case challenging?

**US Head - National Access Management at Amylyx Pharmaceutical**

So verifying a patient's stage in enrollment to fulfillment?

### **US Head - National Access Management at Amylyx Pharmaceutical**

So for an FRM, understanding where a patient is in the journey. So once an enrollment form is sent in for that patient until the time product is shipped out to that patient. That's where an FRM needs to know what stage that case is in because what it does for the FRM is, enables them to understand where the case was, where it is and where it's going, and what he or she needs to do.

If anything, to provide resources or education to move this case to that next step to fulfillment, i.e. if verification of benefits has just been completed. So now the FRM knows, okay, we're more than likely going to move into a prior authorization process. What would I need to let the provider know to be prepared for that prior authorization process. Does that make sense?

### **Tegus Client**

I think I just want to double click into this, just to make sure I understand. So what about this process is challenging? Is it that it takes you a lot of time. Is it something else?

### **US Head - National Access Management at Amylyx Pharmaceutical**

Time is a variable here, ensuring that the provider is open to having you come visit to help them get to that next stage or go through a review of where that case is. It may not seem important to them because, again, it's one product in the course of how many products they deal with and how many patients they deal with in a day. So again, it's providing that value or making them see the value that you bring.

### **Tegus Client**

Got it. And how important is this process, if at all?

### **US Head - National Access Management at Amylyx Pharmaceutical**

It's very important because what we do and what my team of FRMs do is we have case reviews with customers. So you're basically doing an account reconciliation. So you're seeing what they have on their side and understanding where they see the patients in this journey and then we're showing them what we have. And so you're hoping that  $x = y$ . And if it doesn't, well, then you want to investigate why they have this status and why we have this status and see what's missing.

### **Tegus Client**

Got it, what makes determining account procedures for setting up an appointment difficult?

### **US Head - National Access Management at Amylyx Pharmaceutical**

Reconciling conflicting data sources, well you've hit a roadblock. Again, it kind of, this kind of segue from what I was just saying, if a provider is seeing that they're thinking a case is at a certain point and you have data that's showing that it's not, well, then you have to reconcile and you have to see is my data correct?

Or have they gotten something from another source like a specialty pharmacy that's told them, hey, your product is shipping we spoke to the patient, whereas the data that manufacturer has with the FRM might show that this case is still pending. And so you've got to reconcile that if your customer is saying, hey, you know the SP has called the patient and product is being shipped, well, that's what you're going to go with, and you're going to find out why your data is not correct.

### **Tegus Client**

So if you wanted to improve this process, would you want to minimize the time that it takes to do this? Or would you want to minimize the frequency that you're having to do this?

### **US Head - National Access Management at Amylyx Pharmaceutical**

I would want to minimize the frequency that we're doing this. It's never going to be automated to the point where you don't need anybody. But there should be mechanisms that would shorten this frequency of having to do this.

**Tegus Client**

And how important is this process, if at all?

**US Head - National Access Management at Amylyx Pharmaceutical**

I think it's very important because if the FRM in the company they work with are seeing something that's different than what the provider has, well, that's problematic. I mean like I said in the case that I've just told you, which is a real example, where a specialty pharmacy has contacted the office and the patient, and said, hey, you know what, we're shipping product and here the manufacturer is still seeing that, we haven't shipped anything yet.

I mean, from the FRM side, they're like, I'm putting in more work and more effort for something that's already been completed. And from the manufacturer side, the manufacturer is looking at it saying, well, we don't have a drug that's gone out the door yet, so it's affecting our revenue.

**Tegus Client**

Alright, what makes gathering information on the patient's case from the vendor challenging?

**US Head - National Access Management at Amylyx Pharmaceutical**

This is a pretty broad statement. So I'm going to interpret this in retrieving prior information about a case. So let's say that a patient has been inactive for a while or is getting a refill. The FRM can go back in to his or her system, we have a CRM Salesforce, whatever it is, to see if they can obtain that information.

Now the data sources that they use might be available for six months, three months, nine months, 12 months. So depending on how long that information is, stays in this system, could determine how difficult it is to retrieve that information to assist in a new case or to put that patient back on to the product per se.

**Tegus Client**

So are you saying that process is currently time-consuming or it's just inaccurate?

**US Head - National Access Management at Amylyx Pharmaceutical**

No, it's not inaccurate. It's a matter of, for data retention, how long that data is maintained in a system. If it's maintained in a system for years, then it shouldn't be a problem. But if it's maintained, let's say a patient has been inactive for 90 days or 120 days, 180 days, and the system then purchase that information. And it's put in some sort of database that you would have to go to a different department to get permission to get it, it becomes time consuming.

**Tegus Client**

So are you saying that's what you currently have to do?

**US Head - National Access Management at Amylyx Pharmaceutical**

We, so after six months, our data, that data gets purged. And we would have to go to a different, we would have to take, we would have to escalate to get the data brought back into the case because it's an exception. It's not following our business rules. Our business rules say after six months of inactivity, that case will get moved out of our system.

**Tegus Client**

And how important is it to minimize the time that it takes to collect this information.

**US Head - National Access Management at Amylyx Pharmaceutical**

You know what? It could be very important. I mean, it depends on the product. I mean, every medication is important to a person, but if someone needs to be put on this product again and needs to be put on it pretty quickly. It's important that this information be available as timely and as quick as possible.

**Tegus Client**

And I guess how important is it to reduce the frequency of having to retrieve that information?

**US Head - National Access Management at Amylyx Pharmaceutical**

It's very important. I mean, different companies have different reasons why they purge their systems or they move data to an off-site source or what have you. But I definitely think that depending on the product that you have, if there's a possibility of a patient taking a vacation from the product, and then going back on, that should be put into consideration in making sure the data stays relevant in a system so that you're not having to spend excess or inordinate amount of time trying to retrieve that information.

**Tegus Client**

Alright, what makes gathering information on the payers coverage for the patient challenging?

**US Head - National Access Management at Amylyx Pharmaceutical**

If you collect the completed patient enrollment form, there is no challenge. You've gotten everything that you need to move that case forward. It's when you collect an incomplete patient enrollment form that it becomes challenging, depending on if the provider section is incomplete, or if the patient section is incomplete.

**Tegus Client**

Why is that challenging?

**US Head - National Access Management at Amylyx Pharmaceutical**

Well, if collecting an incomplete enrollment form, it's challenging because you're not getting all the information that you need to move that case to the next step.

**Tegus Client**

I think I want to understand why is it so challenging to collect all of your enrollment forms complete on the first try?

**US Head - National Access Management at Amylyx Pharmaceutical**

Why is it challenging to collect completed enrollment forms on the first try? Again, maybe I'm not getting this, but to me, if you don't get it completed on the first try, it's because someone's either not paying attention, not, they're missing something that they need to put in to make it complete, maybe they're not understanding.

**Tegus Client**

If you had to improve this process, like what would you want? Would you want to minimize the time it takes to collect a completed enrollment form? Or would you want to increase the frequency that you collect completed enrollment forms? Is it something else?

**US Head - National Access Management at Amylyx Pharmaceutical**

I would increase the frequency. I don't think you can decrease the time any more than you have. I mean, we've come a long way with putting enrollment forms together. As I told you previously, the enrollment is usually multiple pages. And so we have listened to our customers and providers in various manufacturers to make this a condensed one-page form, color coded, making certain parts bold so that everyone knows what needs to be done.

There could be a resource page that's blown up to show a particular section and why it's important to write in everything there. So we've provided all of that information. So if you're asking me, I don't understand why enrollment forms come in incomplete. It makes no sense to me.

**Tegus Client**

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So how important is it to increase the frequency of collecting completed enrollment forms?

**US Head - National Access Management at Amylyx Pharmaceutical**

I think it's important that you increase that frequency because if you collect the completed enrollment form that's done correctly the first time, you're minimizing the time it takes for it to get to that next stage. And then that process then becomes more fluid and ultimately, patient winds up getting product quicker.

**Tegus Client**

Perfect. What makes gathering information about the case from the account's staff difficult?

**US Head - National Access Management at Amylyx Pharmaceutical**

That would be a Christmas wish list for many FRMs to have a single liaison. People get moved to different parts of the office, somebody is sick, somebody quits, they're shuffling people around. So having a single liaison with the account to help with their cases is a dream because you have one person that you educate, one person that gets the resources, one person that you have to communicate with, it streamlines the process.

**Tegus Client**

So if you wanted to improve this, would it be, minimize the time it takes to secure a single liaison, or is it, increase the frequency of securing a single liaison?

**US Head - National Access Management at Amylyx Pharmaceutical**

This would be more of a time thing. And it's not just working with the liaison but working with whoever is making these decisions in the office to let them know why it's important to secure a single liaison to help with that specific process.

**Tegus Client**

And in your like own language, is it liaison? Is it office champion? Is it just champion? What's the right word?

**US Head - National Access Management at Amylyx Pharmaceutical**

It could be the liaison, it could be the office manager, it could be the person that does the PAs, there are so many so many different titles that could be given. I would say the office manager/nurse, those are the two most popular.

**Tegus Client**

If you wanted to communicate this to your team, would you say like we need to get an office champion. We need to get an office liaison. What would you say?

**US Head - National Access Management at Amylyx Pharmaceutical**

So if you want to put it that way, I would say we need an office champion. And then from there, I can just describe what an office champion is, or who an office champion would be.

**Tegus Client**

And how important is it to reduce the time that it takes to secure an office champion within the account?

**US Head - National Access Management at Amylyx Pharmaceutical**

I think it's critical. Because by doing that, it's a win-win-win for everyone. It's a win for the office because they're spending less time doing what they need to do because there's somebody that understands the process. For us, it's less time as an FRM because it's less time we have to spend educating and re-educating those people involved in the process and it's a win for the patient because ultimately, it decreases the time for them to get product.

**Tegus Client**

What makes examining the barriers to starting the therapy difficult?

**US Head - National Access Management at Amylyx Pharmaceutical**

Again, it depends on what generation you're from. I mean, you may be scratching your head saying what the heck is he saying? But if you've got someone, I'm looking at someone like my mother who is Medicare. And they want to keep their information guarded. Why do I have to give this information?

Why do they have to know my personal history and all, so it's a patient's believes, the older they are, the less open to providing information they are. If someone younger understands, all right, you know what, I have to give them this information so that I don't have to pay as much in my out-of-pocket. It's a simple.

**Tegus Client**

So in your eyes, is the challenge here or if you wanted to improve this process, is it minimize the amount of time it takes to collect the patient consent or increase the frequency of collecting a patient consent.

**US Head - National Access Management at Amylyx Pharmaceutical**

We want to minimize the time. And by minimizing the time, you do that by providing the right resources to the right group of patients.

**Tegus Client**

How important is it to minimize the time it takes to collect the patient's consent?

**US Head - National Access Management at Amylyx Pharmaceutical**

Again, time is everything. If you get the patient's consent on the first go around, that's usually within the first couple of days, if the patient is missing consent, the case can still move forward, but the FRM, the hub, the specialty pharmacy, all the people that are touching that case are basically walking into a dark room. They don't have the information they need because of HIPAA and protected health information that's not consented by the patient. So you're doing, you're trying to find something in a dark room.

**Tegus Client**

What makes examining options for overcoming the barriers difficult?

**US Head - National Access Management at Amylyx Pharmaceutical**

The government restrictions that are put upon what an FRM and manufacturer can do to assist a Medicare patient. Any type of government program, you can't provide copays. You have to be very careful about referring them to a foundation. You can't get involved, can't direct because then it looks as if you're directing them to a resource for your benefit, for that manufacturer's benefit.

So the FRM has to be really careful on how he or she explains how they can assist in a compliant way. So what we can talk to them about is that we could say, hey, look, it's a government program. This is not something that is done by the industry or a particular manufacturer. This is what the government says we can and we can't do to assist with their Medicare patient.

**Tegus Client**

So if you wanted to increase the likelihood of assisting a Medicare patient? Is it, decrease the amount of time it takes to assist a Medicare patient?

**US Head - National Access Management at Amylyx Pharmaceutical**

So I'd like to increase the likelihood of assisting the Medicare patient in a compliant way. We have to find a way that will enable the FRM to treat a Medicare patient, much like he or she would treat an office that has a commercial patient.



**Tegus Client**

What makes preparing supporting materials to share with the account difficult?

**US Head - National Access Management at Amylyx Pharmaceutical**

What makes it challenging is if the salesperson comes in and misinforms something that an FRM can do, too many of you come in to an office, I just need to see one of you. If I'm going to get this misinformation, it screws up my day and it puts things all out of whack.

So the re-education really has to come from the manufacturer to educate their field force teams on swim lanes for lack of better words, in terms of, okay, you're a salesperson, this is where you need to focus on. You're an FRM, this is where you need to focus on. You need to focus on the access and the reimbursement, the sales side needs to focus on that clinical information and getting clinical conviction from a provider.

**Tegus Client**

So if you wanted to improve this process, would it be to minimize the time it takes to reeducate an account, minimize the frequency that this happen.

**US Head - National Access Management at Amylyx Pharmaceutical**

The more frequent you're educating and reinforcing, the more likely it is that people are going to stay in their lanes.

**Tegus Client**

And just to understand this a little bit, like as an FRM, in your role, what can you actually do with the sales team to help this? Is this like a leadership type request? or as an FRM, can you actually do something in your own hands to improve this process?

**US Head - National Access Management at Amylyx Pharmaceutical**

So ultimately, it's a leadership thing. But from an FRM, it's leadership without authority because we could see HIPAA information, we can see protected health information. It's a matter of educating the sales team that, hey, it's not like we don't want to help you or we want, we don't want to prevent you from going into an office or providing value, but you have to work within these parameters.

**Tegus Client**

Got it. So if I were to actually rephrase this, really, you want, it's much better to actually increase, or sorry, let me say, you're actually talking about increasing the frequency of educating the sales team about the swim lane, not actually educating the account.

**US Head - National Access Management at Amylyx Pharmaceutical**

Correct. The 1A is you want to educate the sales team in the same token, you do you want to educate the accounts, so let the account know, hey, Johnny comes in, and he's here to talk clinically about the drug, someone comes in to talk about the process once the doctor has written the product.

**Tegus Client**

And how important is it to increase the frequency of educating the sales team of office swim lanes, from the role of an FRM, not from the role of leadership.

**US Head - National Access Management at Amylyx Pharmaceutical**

From the role of the FRM, I think it's very important because if you've got someone who you've educated the first time and then a few months later, it kind of wears off and they go back to doing what they used to do. I think that a periodic refresher and re-educating is always beneficial.

It's kind of like renewing your license almost. You have to take the test to renew your license. It's the same thing with an FRM reminding the sales team, hey, don't worry, I got it. I know you want to make your bonus,



but leave this part to me, and this is the reason why you need to leave it for me. I will fill you in on what happens afterwards so that you understand.

**Tegus Client**

Perfect. What makes deciding how to overcome the barriers difficult?

**US Head - National Access Management at Amylyx Pharmaceutical**

So as an FRM, there are many times where I would be told, today is not a great day, I've got three people out of the office, and I'm doing four different roles, and I just don't have time. So time restriction within the account is a barrier to getting time to see the appropriate people. You might be going through these two towns on this particular day, and you're not going to be back there for another week. So your routing is important. And if they can't see you, even if you've made an appointment, something comes up, all of a sudden, it throws everything out of whack.

**Tegus Client**

So if you wanted to improve this process, would it be increasing the frequency that you get time with an account or minimizing the time it takes to get an appointment with them?

**US Head - National Access Management at Amylyx Pharmaceutical**

I would increase the frequency. To me, I would have a backup date, let's say, if you're going to see them on a Monday and you're leaving town on a Wednesday, I would say, all right, let's schedule something Monday, but let's put this as a backup on Wednesday in case.

**Tegus Client**

And how important is it to increase the frequency of getting time with an account to help them with their cases?

**US Head - National Access Management at Amylyx Pharmaceutical**

Anytime you can be forward-facing with a customer, whether it be through Zoom or live, it's important, the touch point you get, the value you provide, how many times does it takes for someone to remember something five to seven times. So the more you can repeat and increase your frequency in repeating the same information, the more likely it is that they're going to get it, and then they'll want to thank you.

**Tegus Client**

Makes sense. What about confirming sales reps know their account will be contacted, what is difficult about this?

**US Head - National Access Management at Amylyx Pharmaceutical**

The field reimbursement managers role, I tell people I hire as well and having been an FRM, it's an ambiguous role, you're a chameleon, and you have to make a big issue, black and white. So that's the difficulty of explaining things which you need to explain, you need to make an ambiguous situation, black and white.

**Tegus Client**

So if you wanted to improve this process, would it be minimizing the frequency that you have to explain this, or to minimize the time that you have to spend explaining this, something else?

**US Head - National Access Management at Amylyx Pharmaceutical**

I would increase the frequency, not minimize the frequency. I think the more you can increase the frequency of explaining an FRM's roles to an account, the better they will be at understanding the difference between an FRM, a salesperson or any other person that comes in to see them.

**Tegus Client**

So in other words, are you saying the challenge here is that people don't do this enough?

**US Head - National Access Management at Amylyx Pharmaceutical**

People don't take the time to do it enough, yes. I think that there is an expectation that we in industry, FRM, salespeople, they think that we've explained it to them once, so they'll know the difference. What they don't understand is you're one of maybe 10 people coming in to see them from industry. They're going to forget who you are until you increase your frequency and provide the value to make them want to remember what your role is.

**Tegus Client**

And how important is it to increase the frequency of explaining an FRM's role to an account?

**US Head - National Access Management at Amylyx Pharmaceutical**

I think it's critical. I mean, in my days as an FRM, I made sure that my top customers knew who I was by me going in as often as I could without annoying them. If it wasn't a good time, all right, you know what, I'll come back tomorrow, or I'll come, I'll see you early next week. You want them to know you and when you've arrived, who you are, the value you provide.

**Tegus Client**

What makes confirming that consent is on record for contacting an account difficult?

**US Head - National Access Management at Amylyx Pharmaceutical**

This comes into play when a case gets denied by a patient's insurance. So you have a denial and then you have to file an appeal, and an appeal is time consuming because you have to respond back to the payer as to why you believe that patients should be on this product and using the payer's requirements in your rebuttal. So a lot of this is kind of putting the puzzle together, and it takes time to do that.

And a lot of office champions or providers don't have that time because they don't know how or where to get the information to satisfy the payer's requirements. And this is where an FRM is critical in an account like that because an FRM understands the payer requirements, they understand the denial and they can use the verbiage in the denial to help the office champion on the appeal.

**Tegus Client**

The challenge that it's really time consuming and it takes a lot of discussions to coach them?

**US Head - National Access Management at Amylyx Pharmaceutical**

It's time-consuming, and you need to increase the frequency of being able to do that. There are going to be denials. There's no doubt about it, and you need to find a way to convince your customer, an FRM needs to find a way to convince his or her customer that increasing the frequency and spending more time understanding what needs to be done is going to help them in the long run.

**Tegus Client**

And just to clarify, what are you actually like coaching them? Is it, you're just doing a live session with him? You're doing a phone call? Like what is a "coaching session"?

**US Head - National Access Management at Amylyx Pharmaceutical**

So generally, what you would want to do is you would want to be live in the office sitting next to the person with that letter or the payer policy there, and you want to coach them to understand how to catch certain words or phrases in that letter that the payer sends. So that you can use that when you put your appeal letter together and kind of use the words of the payer in your rebuttal. And so being live is really the best way to do it. Sure, you can do it over a phone call. Sure, you can do it over a Teams call, but being live and in the office is the most beneficial way of doing this.

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**Tegus Client**

So if you wanted to improve this process, is it you'd want to minimize the amount of time it takes to coach an account on how to satisfy the payer's requirements? Is it, reduce the frequency that you have to coach them, something else.

**US Head - National Access Management at Amylyx Pharmaceutical**

Ultimately, you do want to decrease the frequency, but you're going to have to first increase the frequency to get them to understand. It may take four or five or six times for them to understand, now I got it. So once they get it, you'll minimize the frequency.

**Tegus Client**

It's like teaching a fish or teaching how to fish, like you have to spend the time to teach them, but once you teach them, ultimately, you want to just not have to be there.

**US Head - National Access Management at Amylyx Pharmaceutical**

Exactly. And a large part of the FRM role is exactly that, you want to teach them how to fish. And as long as that office champion is there in that account to do the work, well then everyone's life is easy.

**Tegus Client**

And just to clarify, how important is it to minimize the frequency of having to coach an account on how to satisfy these requirements.

**US Head - National Access Management at Amylyx Pharmaceutical**

I think it's important. The less time it takes to do that, the more succinct message is, the more it's going to resonate, the less chance you're going to have for misinterpreting something.

**Tegus Client**

Let's move on, what makes contacting the account to share strategies for overcoming barriers difficult?

**US Head - National Access Management at Amylyx Pharmaceutical**

An account that kind of gets their patients on therapy. That could be looked at as a sales question as well as an FRM question, but I'm going to take this as an FRM question. It's critically important that you're coaching the account on how to get a patient on therapy, and you would have to increase the frequency on this because each payer may have different requirements.

And so you need to keep repeating that message to that office champion or whoever it is for that particular plan on how to get their patients on therapy. And so if there are five big plans they have in that account, you will have five variations of a message that have to be understood, and you have to keep repeating it until they get it.

**Tegus Client**

And is it that ultimately you'd like to minimize the frequency of coaching?

**US Head - National Access Management at Amylyx Pharmaceutical**

Yes. I mean, the goal is you want to minimize it so that they get it, and there's less chance for misunderstanding. Every time you go in, you might be seeing something similar, but they may be taking it in a different way. So minimizing that frequency so that they understand the right way to do it.

**Tegus Client**

And how important is it to ultimately minimize the frequency of having to coach an account on how to get their patients on therapy.

**US Head - National Access Management at Amylyx Pharmaceutical**

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I think it's critical. It's very important. The less time that you have to spend and the more impactful that time is, it allows everyone to do more with the time they have.

**Tegus Client**

What makes sharing supporting materials for overcoming barriers with an account difficult?

**US Head - National Access Management at Amylyx Pharmaceutical**

Getting them to pick up the phone. It's, again, as I said previously, human nature, we don't pick up a phone when it's a toll-free number that calls. You're not going to get someone that, you're not going to get a phone number that says CVS is calling. CVS is calling, I'm going to pick up the phone. Certain numbers I see, I'm not picking up the phone.

**Tegus Client**

Got it. And in your eyes, if you wanted to make this process better, is it to minimize the time it takes to get patients to pick up the phone? Or is it, increase the frequency that patients pick up the phone?

**US Head - National Access Management at Amylyx Pharmaceutical**

Minimize the time, having an FRM being able to come in to give an office, a tear-off sheet that has, here's the process to respond, or patients who respond to an outreach from an assistance program. And if you have the steps on there, and the last thing says, pick up the phone when you get a toll-free number and you're expecting a call, that's going to minimize the time.

**Tegus Client**

And how important is it to minimize the time that it takes to get a patient to pick up the phone?

**US Head - National Access Management at Amylyx Pharmaceutical**

It's very important because if they need an assistance program and they do what they need to do, it's going to minimize the time it takes for the process to work itself through and a patient to be put on product.

**Tegus Client**

Is an assistance program the right language? Or do you think it's just respond to outreach from the manufacturer? Is it from a vendor? What's the right language.

**US Head - National Access Management at Amylyx Pharmaceutical**

An assistance program is generally, it's widely accepted that when you say an assistance program, people will know what you're talking about, they may drill down a little bit more. But that's generally accepted language.

**Tegus Client**

What makes informing vendors about interactions with the account challenging?

**US Head - National Access Management at Amylyx Pharmaceutical**

Time commitment by the person in the office that has to do the prior authorization.

**Tegus Client**

Got it. And you're saying, getting them to commit the time?

**US Head - National Access Management at Amylyx Pharmaceutical**

Getting them to commit the time, yes, because they have to go into a patient's chart, they have to read the patient's chart, they have to pull up the correct information. They've got to put the information together, and the package together. They've got to send a package off via a fax or what have you, to the specialty pharmacy and to the insurance. So it's a lot of time. And when an office hears I have to do a PA, they like to

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scatter like rats.

**Tegus Client**

And if you were to improve this process, would you want to minimize the time it takes to help an office overcome a PA? Would it be minimize the frequency that you have to help an office overcome the PA?

**US Head - National Access Management at Amylyx Pharmaceutical**

Minimizing the time, you're not going to minimize or reduce the frequency. A PA is a PA, and most products require PA. So you want to help minimize the time. So how can I help that person, or if that was a group of people, become better organized to know what to expect and what to collect.

**Tegus Client**

And how important is it to actually minimize the time it takes an FRM to help an office overcome a PA for therapy.

**US Head - National Access Management at Amylyx Pharmaceutical**

I think it's very important, this is where FRM separate the good ones from the great ones. The great ones would really know how to sit down with an office and put a list together of what needs to be done and convince them as to why it's important and how it's going to help them in.

**Tegus Client**

What makes informing sales reps about the interactions with their account challenging?

**US Head - National Access Management at Amylyx Pharmaceutical**

It's challenging because you never want to tell an office, they didn't understand something or they did something wrong. So the challenge is, how do I tell somebody that, what I explained to them, they failed to execute? It's kind of like walking on hot coals. So again, the great FRMs know how to let them, let a customer know that they should have done something differently, as opposed to a good FRM may not be able to explain that and may hurt some feelings.

**Tegus Client**

So in this situation, are you saying that this process is time consuming? Or are you saying that it's risky.

**US Head - National Access Management at Amylyx Pharmaceutical**

Well, it's risky and it's time consuming because you have to spend time thinking about how you're going to approach the customer and let them know that they didn't do something that they should have done. And let's say, if they have to buy and build a product and they did something incorrectly, well, that office now is out x amount of dollars. How do you tell that office, it's your fault and it's not mine. So you have to be calculated. It's risky, and you have to spend time to craft your message compliantly.

**Tegus Client**

And in your eyes, to improve this process, are you saying you'd want to minimize the time it takes to explain why a strategy failed, minimize the frequency, something else?

**US Head - National Access Management at Amylyx Pharmaceutical**

I would minimize the time, and the longer it takes for you to explain why, the greater is the chance that you're going to screw up your message. So minimizing the time to explain the message is important, it may take you some time to craft your message, but you want to minimize the time to explain that to your customer.

**Tegus Client**

What makes verifying the account understanding of how to overcome barriers challenging?

**US Head - National Access Management at Amylyx Pharmaceutical**

With the pharma guidelines that we have today, storing information is, it's important. Your computer can get stolen. They don't want you writing things on paper and having notes that you carry in a bag. They want to be able to safeguard the information. So what you write, how you write, when you write, where you store it is critically important.

**Tegus Client**

But what makes it challenging, if at all?

**US Head - National Access Management at Amylyx Pharmaceutical**

What makes it challenging is human nature says the easiest way for me to get this information is to take a pen and paper while I'm in an office and just write this stuff down. You can't do that anymore. You have to be able to and you can't free text for the most part anymore. So you're basically listening to what a customer says or the information you get, and then you go to your computer and you have a drop-down list of six or seven different things and you have to find the right drop down for what that customer may have explained to you or what you're interpreting is the right message.

**Tegus Client**

I think where I'm going to probe is, are you saying it's time consuming. Are you saying that people don't do it frequently enough?

**US Head - National Access Management at Amylyx Pharmaceutical**

It's both. It's time-consuming because it does take time to figure out what you're hearing and what you're listening to and then what the output is according to what your company has set up in a drop-down and how that gets stored and who gets to see it.

**Tegus Client**

So if you wanted to improve the process, would you say, what's more important, minimizing the time that this takes, or increasing the frequency that you store this information?

**US Head - National Access Management at Amylyx Pharmaceutical**

It's a bit of both, but if I have to pick one, minimizing the time. If you minimize the time and you have for lack of better words, drop-downs, it will minimize the risk and the time it takes.

**Tegus Client**

What makes tracking the account's progress in overcoming barriers challenging?

**US Head - National Access Management at Amylyx Pharmaceutical**

The challenging part is, patients will look at that and say, I have to take more time to read about how to use this product. That's why I go to the doctor, or that's why I see the nurse in the doctor's office. They tell me everything. Now I got to take time and I've got to read these resources, or I've got to look at this podcast or what have you. And so I think time consumption is a big detriment getting patients to use resources and that has an impact on adherence.

It's time consuming because you have to go in over and over and over and repeat that message, and the account may get it, they may just not be communicating it right to their patient, or they just may have a patient that just doesn't care.

**Tegus Client**

And if you had to choose what would be more important, minimizing the time that this takes or increasing the frequency that patients use your resources?

**US Head - National Access Management at Amylyx Pharmaceutical**

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Increasing the frequency because it's a benefit. And if there's going to be a benefit, then you should increase the frequency of ensuring that your audience that you're speaking to, gets it right.

**Tegus Client**

And last question, how important is it to increase the frequency of getting patients to use your resources with adherence?

**US Head - National Access Management at Amylyx Pharmaceutical**

think it's very important because if you do that, again, repetition and reasoning will get the patient to understand why it's important to be on the product that they're on. So it's going to increase the adherence.

**Tegus Client**

If you could wave a magic wand and choose one of these to actually be improved, which one would you choose?

**US Head - National Access Management at Amylyx Pharmaceutical**

I'd like coaching an account on how to get their patients on therapy.

**Tegus Client**

Why is that?

**US Head - National Access Management at Amylyx Pharmaceutical**

You can put a lot of things into that. And here's the reason why it's important for you to follow this process from the enrollment to the fulfillment. And if you do this, more often than not, your patient is going to wind up getting on therapy. If you have a commercial patient, here's a \$0 copay, here's the stuff that you have to do, if it's a government patient with Medicare, here's the resources that you need, and this is what you need to follow. If you follow these resources, there's a greater likelihood of the patient getting on to your therapy.

**Tegus Client**

And to clarify, would you do it in person or virtually?

**US Head - National Access Management at Amylyx Pharmaceutical**

I'm old school. To me, the more I can see that customer face to face, and see their eye contact and see how they're reacting or acting, it helps me to better understand what I need to do. And how I need to reinforce.

**Tegus Client**

Well, we're at time. Thank you so much for sparing the time with me and have a great rest of your day.

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