

Tactical Memo

PURDUE

To: Hysingla ER Sales Force

From: Marketing

Bulletin Number: 225

Title/Topic: Discontinuation of Access Hub

Brand: Hysingla ER

Piece: Coverage and Access Support Program

Date: 10/27/16

Effective December 31, 2016, the Hub will cease providing services

Background

The objective of the Hysingla ER Coverage and Access Support Program was to help address barriers associated with completing and submitting PAs for appropriate patients that had been prescribed Hysingla ER with prior authorization (PA) restrictions. The Access Hub provided support to offices to assist in the PA submission process.

The Access Hub was originally developed in 2015, at a time when Hysingla ER had limited managed care coverage. Both commercial and Med D coverage has improved, significantly reducing the need for the access hub.

Plan of Action for Access Hub Shutdown

- Effective immediately, all Hub promotional pieces will be blocked in Phoenix and SAP
 1. HYD031/MR-00205 Hysingla ER Access Hub HCP Detail Aid
 2. HYD032/MR-00204 Hysingla ER Access Hub Patient Kit
 3. HYD037/MR-01267 Hysingla ER Access Hub Tear Pad
- No new patient enrollments will be accepted after 11/25/2016
- Hub services will be provided only for patients enrolled prior to 11/25/2016
- All services will be discontinued effective 12/31/2016

Immediate next steps

- Please work with your manager to develop a specific plan to communicate and work with customers who will be impacted. It is imperative to communicate the action dates noted above
- For future prior authorization support, please utilize the services provided through CoverMyMeds

MR-02536

For Your Information – Not To Be Shown During Promotion Or Left Behind