

Distribution and Patient Support for Speciality Medicines in Europe

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Speciality medicines (specialty in the US) have become one of the main drivers of pharmaceutical industry growth. High tech, 'high touch' products with premium prices targeted at chronic, complex diseases, often requiring special storage and handling, with help with dosage administration, close monitoring and ongoing support for the patient needed.

Manufacturers of speciality medicines seek a competitive advantage through distribution optimisation, including responsive, efficient and cost effective logistics, better management of the business risk, optimum stockholding, high quality information feedback, stock tracking, and prevention of diversion/counterfeits. The combination of high costs and low volume in comparison with traditional drugs also highlights the need for the necessary process expertise and experience to minimise shortages, waste, spoilage and date-expired goods.

The choice of distributor/clinical assistance provider not only affects the efficiency by which a speciality drug is delivered to patients, but can also impact the outcomes experienced by them. For physicians too, knowing their patients are being well-managed through the patient pathway greatly helps promote loyalty to the brand and its manufacturer. In the past, speciality products performed well because they were niche products in an environment with few competitors, but even rare disease markets are becoming increasingly competitive.

Because of their variety and complexity, there can never be one approach that is optimal or even suitable for every speciality drug. **Distribution and Patient Support for Speciality Medicines in Europe** provides succinct information and analyses to help companies make the right choice for their particular product.

The report includes:

- An overview of the options, whether a single country or pan-European solution is being sought, and the pros and cons of each.
- Key decision criteria.
- Special focus on clinical homecare (Europe's equivalent to specialty pharmacy), fast becoming the market expectation to support out-of-hospital usage of speciality products in a growing number of countries.
- Over 70 service providers mentioned, 28 profiled in detail.
- Examples of speciality medicines they handle.
- Full information on first-contact personnel

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