



Optimizing Patient Support Models for Market Resilience and Therapeutic Innovation


The pharma industry is facing accelerated change due to patent expirations and the emergence of advanced therapeutic platforms such as cell and gene therapies. These innovations introduce new complexities across the product lifecycle. To provide agile support models across specialized partners, manufacturers must adopt hybrid patient support models that integrate internal control with specialized external partners. This approach enables the agility to enhance patient engagement in a shifting market.

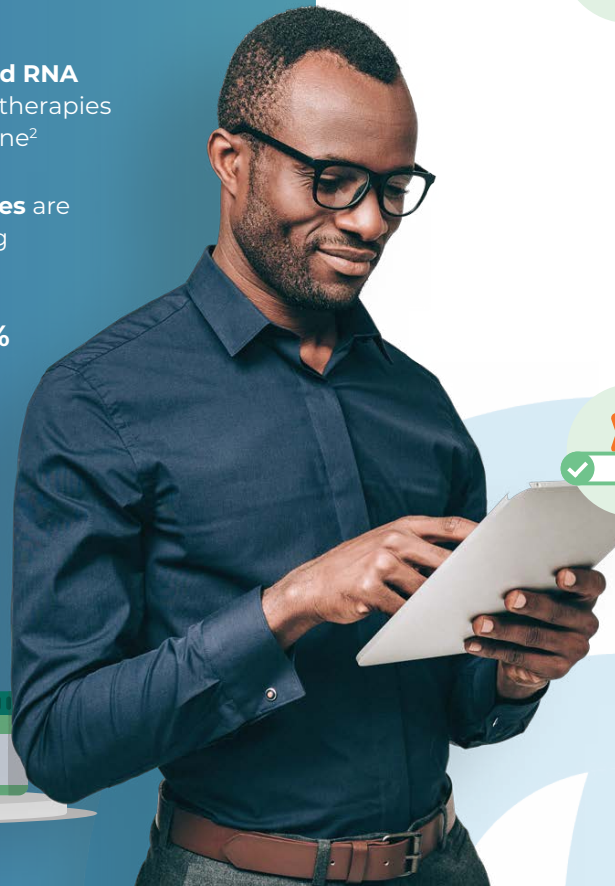
Shifting Market Dynamics

 In 2024, specialty drugs accounted for **55% of net spending** in the pharmaceutical market—despite representing a much smaller share of total prescriptions¹

 There are **over 4,000 cell, gene, and RNA therapies in development**, with gene therapies alone accounting for 49% of that pipeline²

 At least **65 pharmaceutical companies** are expected to have drug patents expiring in 2025³

 Generic drugs now account for **~90% of prescription volume**, but only a fraction of total drug spending, due to their lower cost⁴



Momentum Life Sciences Model Selection Strategy Tips and Recommendations



RECOMMENDATION 1

Adopt Hybrid Patient Support Models to Navigate Market Volatility

To navigate patent cliffs and a shifting generic landscape, specialty and rare disease manufacturers increasingly adopt hybrid patient support models. Momentum Life Sciences offers a flexible framework combining internal control with specialized external services, enabling scalable operations, optimized investment, and early program validation. Trusted hybrid partnerships ensure operational integrity and seamless integration with in-house resources—critical for emerging manufacturers competing in cost-sensitive markets.



RECOMMENDATION 2

Leverage High-Quality, Actionable Data to Gain Full Visibility into the Patient Experience

Understanding each step—from prescription to fill or abandonment—is vital for assessing patient access, adherence and improving outcomes. Momentum Life Sciences' unified platform empowers all patient support vendors—specialty pharmacies, hubs, copay programs, and nurse educators—to collaborate seamlessly on a single system, enabling data-driven decisions and coordinated patient care.



RECOMMENDATION 3

Use Targeted Patient Services to Differentiate Support Following Loss of Exclusivity

As generics become more expensive yet continue to lack comprehensive patient support, manufacturers must differentiate through smarter, more targeted services. Hybrid models enable agile resource allocation, allowing companies to maintain market presence and brand loyalty even after loss of exclusivity. This strategic flexibility supports both cost containment and high-impact patient engagement.



RECOMMENDATION 4

Build Specialized, Integrated Support Systems for Advanced Therapies

With the rise of biologics, cell, and gene therapies, manufacturers must invest in highly specialized patient support infrastructures. These should include integrated diagnostics, personalized engagement, and robust data coordination. Hybrid models are well-suited to deliver these capabilities, ensuring alignment with regulatory expectations and supporting long-term therapeutic success through a cohesive, patient-centered experience.

1. PSG
2. Drug Discovery
3. GreyB
4. USP