

Embracing a New Era of Drug Distribution




The pharmaceutical industry is witnessing a groundbreaking shift with the emergence of Direct-to-Consumer (DTC) models, which allow companies like Eli Lilly, Pfizer, and Amgen to sell medications directly to patients.^{1,2} This trend, propelled by technological advancements and regulatory shifts, promises to offer patients more accessible and streamlined healthcare experiences while aiming to reduce costs by bypassing traditional intermediaries.³

Understanding the DTC Shift

Why DTC?

The move to DTC sales in pharma is largely driven by the desire to improve patient access, offer pricing transparency, and reduce the cost burden associated with middlemen like pharmacy benefit managers and insurers.⁴ Platforms like LillyDirect and PfizerForAll are designed to provide patients with a seamless telehealth-to-pharmacy experience, allowing individuals to consult healthcare providers virtually and receive medications directly.³

Benefits for Patients

-  **Accessibility:** Patients have the convenience of accessing medications from home, combined with telehealth services for a no-hassle prescription experience.²
-  **Cost-Effectiveness:** By cutting out middlemen, DTC channels can potentially lower drug prices and increase price transparency.²
-  **Integrated Care:** Platforms integrate various services, from virtual consultations to direct delivery, creating a unified patient journey.³

Challenges and Considerations





While DTC models offer significant benefits, they come with challenges such as ensuring equitable access and maintaining patient trust. For instance, some patients remain unaware of DTC options, and there is ongoing regulatory scrutiny to ensure these channels do not incentivize unnecessary prescriptions.^{3,4}



Momentum Life Sciences: Humanizing the Direct-to-Consumer Experience

While the Direct-to-Consumer (DTC) model focuses on efficient distribution, it often lacks continuous patient engagement. Momentum fills this gap by offering educational content, motivational support, and personalized care, ensuring patients stay informed and engaged throughout treatment.

How Our Programs Support DTC Models:

-  **Access/Financial Support:** We facilitate financial assistance with reimbursement and co-pay programs, easing the cost burden, even when medications are purchased directly.
-  **Empathetic Engagement:** Clinical Educators not only address the clinical aspects of treatment, but also the emotional building strong relationships by understanding patients as individuals, serving as an objective listener, identifying barriers, and crafting personalized action plans.
-  **Clinical Education:** Our Clinical Nurse Educators provide comprehensive education, ensuring that patients and healthcare providers are well-informed about treatment options.
-  **Holistic Support:** We deliver comprehensive support, including adherence strategies, emotional support, and healthcare navigation, to help patients understand their treatment and remain engaged.

Rise of the DTC Patient-First Era



From Complexity to Connection

Momentum Life Sciences complements emerging digital and DTC models with the human expertise and live support patients still need — empowering patients, educating providers, and removing barriers to therapy.

1. European Pharmaceutical Review.
2. Emarketer.
3. Biospace.
4. Debevoise.