



Case Study:

# Innovative Rheumatoid Arthritis Therapy

### The Challenge:

# Overcoming an Entrenched Market for Rheumatoid Arthritis Therapies

This novel therapy entered a highly competitive rheumatoid arthritis (RA) landscape dominated by well-established therapies. Despite clinical promise, the brand faced significant headwinds in achieving widespread adoption:



Payers were reluctant to support coverage without clear provider demand.



Healthcare providers were hesitant to prescribe it without strong formulary placement.

Without a strategic path forward for market access, this high-potential treatment risked being stifled by the competition.

TJP recognized that breaking into this entrenched therapeutic space would require carefully aligning clinical data with a compelling economic narrative as part of an integrated outreach program for both payers and HCPs.

## The Solution:

# A Carefully Tailored, Data-Rich Market Access Strategy

To bridge the gap between payer decision-makers and healthcare providers, TJP developed a proactive, multi-pronged approach that paved the road for both broader coverage and lasting prescriber confidence.

**1** We started by crafting a data-driven narrative that clearly articulated the financial and clinical benefits of the therapy, centering its cost-effectiveness and tangible financial benefits of transitioning from other therapies. This therapy, a JAK inhibitor was less expensive than the TNFi's on the market.

**2** We targeted this messaging at payer account directors and pharmacy & therapeutics (P&T) committee members, positioning this new therapy as a valuable addition to formularies and a potential source of long-term cost savings.

**3** Our team developed a complementary HCP engagement campaign to facilitate awareness and advocacy. This initiative equipped both key opinion leaders and general HCPs with HEOR-backed insights to help support peer-to-peer education and build enthusiasm within the provider community.

**4** Recognizing a need for tailored communications, our team deployed persona-based digital tools to ensure that key messaging could be personalized to resonate with the distinct concerns of payers and providers. These tools allowed for precise targeting, ensuring payers and providers received the most relevant clinical, economic, and reimbursement information for informed decisions.

By integrating real-world evidence and health economic models into payer outreach, we provided actionable insights that demonstrated the therapy's financial impact and comparative effectiveness.

“TJP was the perfect partner to launch and grow the drug to exceed corporate marketshare expectations. They have longstanding expertise in both payer messaging and developing key Patient Services Tools important to converting patients to therapy.

The TJP team takes the initiative to understand the therapeutic market as well as the key differentiation elements of the brand. Our rapid growth would not have been possible without the outstanding team at TJP.”

Sr. Director, Market Access, Pharma Client

#### The Results:

## A Strong Market Position in a Highly Competitive Space

TJP’s strategic market access initiatives delivered measurable impact, positioning the therapy for long-term success with **99% commercial insurance coverage**, including broad support from all big five payers.

Expanded coverage has driven market adoption, including a position as one of the top three most prescribed therapies for rheumatoid arthritis.

Payers continue to compare this therapy favorably to the value proposition of market leaders, a strong foundation for lasting market success and continued growth.



Learn More About TJP’s Pharmaceutical Marketing Expertise

