



Maximizing Contract Value & Driving Profitability

Business Challenge

A top tier global pharmaceutical company focused on evolving its product portfolio from traditional “prescription and pill” products to specialty “buy and bill” products. The company sought to invest in capabilities to maximize organizational effectiveness and create a more sustainable foundation to optimize insight and decision making in support of future pricing and contracting trends.

The company was not realizing maximum contract profit due to contract decisions not being optimally informed, and lack of insight into contract pull-through opportunities. Partial contract performance analysis left contract value in question. Challenges included:

- Lack of investment in systems, inconsistent process, and disparate complex and unbridged data collectively drive uncertainty of pharma profits when evaluating pre & post deal contract decisions
- Shift to payer as the dominant decision maker and demand for real-world evidence around value and outcomes value only add to challenge
- Data and analytics not centrally governed
- Data availability limiting ability to impact contract performance
- Knowledge not optimally institutionalized
- Analytics tools were manual, not automated

Paragon Approach

The solution team established governance and implemented capabilities that leveraged analytics to generate meaningful insights. This included implementation of integrated and bridged data with data stewardship tool and enhanced contract modeling tools and reporting/analytics platforms. Paragon’s team worked with the client to establish:

- Clear data and analytics governance model to support end-to-end contracting activities
- “Center of Excellence” to serve as a data/analytics steward with client-based service level agreements
- Automated Data Master containing “Bridged/Integrated Data” (including claims & rebate data) and impact analytics
- Analytic capabilities to evaluate deals from a customer point of view
- Aligned incentives and profitability metrics across key stakeholders



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CASE STUDY: CONTRACTING EXCELLENCE

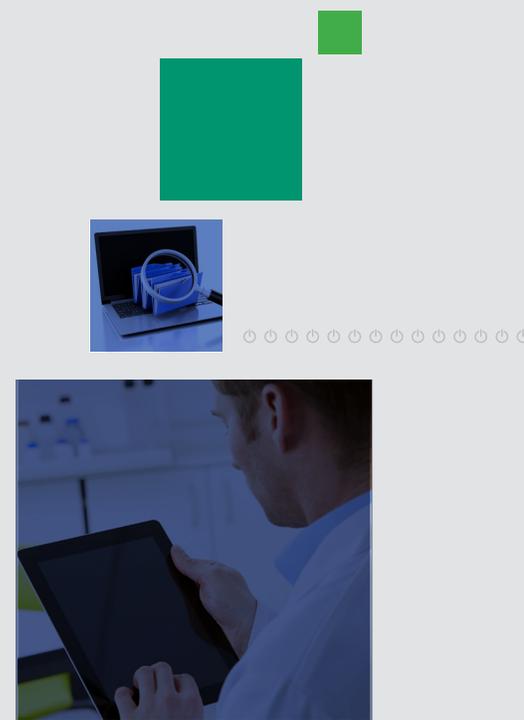
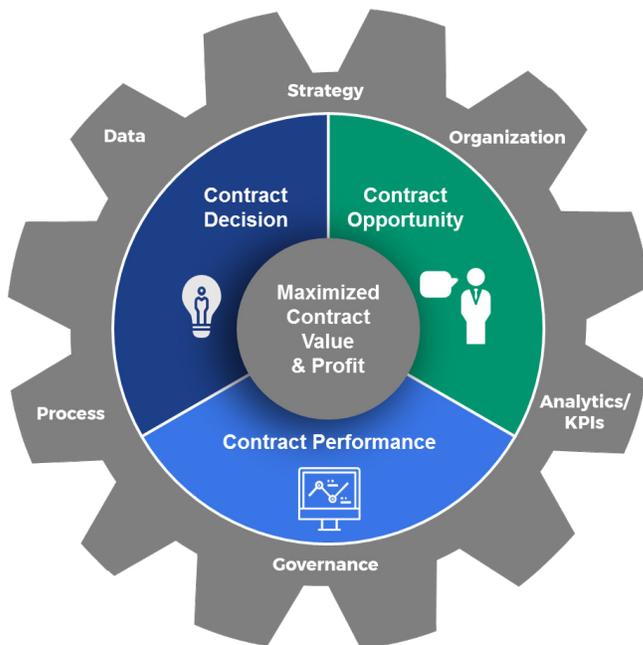
Client Success

The company now has optimized business processes and systems in place that leverage superior insights yielding value-added decisions. This also has allowed them to gain greater leverage during contract negotiations and predictability of contract performance. The client realized the following benefits:

- **Efficiency** - Lean and efficient organization that maximizes employee productivity
- **Simplicity** - Enabled a positive user experience
- **Effectiveness** - Improved speed in decision-making
- **Flexibility** - Organizational agility to adjust to evolving business and customer needs

Paragon's Services

Paragon's team of subject matter experts delivers leadership across the contracting continuum to assist you in mining and analyzing data from all internal and external sources and systems and bridging to third-party data to derive a common story to optimize insights and achieve contracting value maximization. Our contract and pricing professionals drive positive change through data governance framework, streamlined business processes, and enhanced analytics to enable maximum return on expected contract profitability.



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