



EVERSANA™

# SPEED. SCALE. CERTAINTY.

## Navigating Channel Distribution in a New (and more complex) Biopharma World

Every twist and turn in the bench-to-bedside commercialization journey introduces increasing regulatory complexity, product-specific special handling requirements, and evolving industry guidelines. With more than 300 client case studies to draw from, we've found three opportunities (or pitfalls) that manufacturers must address in their channel distribution strategy to ensure economic success and operational efficiency.

### **SPEED.**

How quickly can you get your product into your patients' hands?

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Logistics can be a matter of life or death. Choose your Channel Services partner carefully. Is your distribution strategy flexible and fast enough to meet complex needs? If the drug is time or temperature-sensitive, you'll need the infrastructure ready at day one. Will it still be sufficient on day 365? More importantly, you'll need the proven expertise to manage it.

For example, your partner should have the right relationships to ship your therapy from and to anywhere, and to do it quickly. "We have established partnerships with freight forwarders, storage facilities, transportation providers, and technology players around the globe," says Danny Williams, President, Channel Solutions, EVERSANA. So, when a Manufacturer required eight-hour delivery of a life-saving therapy for an ultra-rare disease, EVERSANA customized a solution with existing, successful partnerships.

“Our critical response service provides a configurable system of storage facilities, cold chain capabilities (if required), safety and security solutions, and advanced temperature monitoring via GPS. We coordinate a solution with as few handoffs as possible to minimize errors. Today, our client’s therapy reaches patients within eight hours or less, 24/7, with 100% shipping accuracy. The program has saved more than 1,000 lives and counting.”

## SCALE.

What will happen if demand doubles tomorrow?

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In this industry, demand can spike exponentially at a moment’s notice. An underprepared partner could cost your organization time and money. Identify a partner with a solution that can scale accordingly day by day.

“One of our clients won a large government contract that caused a constant flux in demand. Their product needed to be scheduled and delivered to six CDC locations, no matter the size of the order, date received, or time constraints,” said Williams. “We needed partners who could handle significant amounts of inventory and execute a detailed project plan to address the government’s requirements for the manufacturer. In the end, our flexible solution allowed them to secure the contract, increasing their revenues by 40%.”

## CERTAINTY.

Are you prepared for regulatory scrutiny?

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Our industry is highly regulated and highly punitive. “Many times, our clients’ compliance risks stem from a complex vendor structure. Miscommunication and inefficiencies are exacerbated, and clients are unwittingly vulnerable,” says Williams. Partners should have the proper checks and balances in place to maintain standard

operating procedures, training and development, and continuous improvement.

What’s more, if your organization is called into question, do your partners have the regulatory expertise to course-correct compliance issues without interruption to your business? FDA enforcement escalates quickly and requires immediate action. “EVERSANA was recruited to assist a client that was facing potential FDA action. They did not have the manpower to meet the rigid FDA deadlines, and their vendors required coaching to speak directly with the FDA,” says Williams. “You want to make sure your partner has in-house resources to stand by their work.”

For more information, visit [eversana.com](http://eversana.com).



Danny Williams,  
EVERSANA

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