

MATRIX Healthcare Launches NEW Patient Support Program (PSP) Advisory Practice

PSP Experts Collaborating to Deliver Advice and Insights to Canadian Manufacturers

Toronto, Ontario, Nov 14, 2018. MATRIX Healthcare, a fast-growing consulting firm focused on strategy and commercial execution for Canadian pharmaceutical companies, is expanding its operations with an innovative Patient Support Program (PSP) Advisory Practice <http://pspadvisory.matrixhealthcare.ca/> .

PSPs are now an essential component of pharmaceutical operations, providing key product support in a fragmented health care system. PSP models are rapidly evolving, and pharmaceutical teams need reliable and consistent input on how to develop programs that deliver value. Until now, there have been few services in Canada dedicated to guiding PSP teams through PSP planning and execution process. With the establishment of the PSP Advisory Practice, MATRIX is now offering an array of services that will provide pharmaceutical teams with evidence-driven insights, comparative intelligence, and expert advice.

MATRIX is building on the success of their earlier initiative, the Canadian Life Science Network (CLSN) for PSPs. This unique network of 9 member pharmaceutical companies provides peer-to-peer actionable insights and benchmark data to assist with PSP decision-making. Through the PSP Advisory Practice, MATRIX will continue to offer memberships in the CLSN for PSPs and will be now providing additional PSP specific consulting services. The newly added services will enable MATRIX to broaden the support they can provide to members of the CLSN for PSPs as well as other manufacturers outside of the Network.

As the new “go to” resource for pharmaceutical PSP leaders, MATRIX has partnered with experts who bring a wealth of practical knowledge and capabilities to PSP Advisory Practice.

Nicole Serena is joining MATRIX as the new Director of the PSP Advisory Practice. Nicole brings over 25 years of pharmaceutical experience, with her most recent role within Bayer Canada as the Director of Patient Access Programs. Nicole has planned, developed, launched and managed Patient Support and Access Programs. Nicole has a special interest in PSP compliance and policy, and is a speaker at North American Healthcare Conferences. Visit <https://www.linkedin.com/in/nicole-serena-876a1913/>.

Mary Lou Robertson brings unique insights from her work as a hospital drug access navigator to help pharmaceutical companies build integrative PSP solutions that fit the real-world of health care delivery. Visit <http://mlrobertson.ca/> .

Suzanne Lepage is a Private Health Plan Strategist that bridges pharma and group benefits with 25+ years experience in private payer market, as well PSP expertise. Visit <http://www.suzannelepage.ca/> .

MATRIX will also draw on their network of other PSP experts on a project-to-project basis. In addition, MATRIX will be announcing in the coming months, the addition of other subject matter experts who will collaborate on the PSP Advisory Practice.

MATRIX Healthcare Partner Ian McQueen said, “By adding a broader array of PSP consulting services to the CLSN for PSPs we are well positioned to provide practical, actionable and objective advice into PSP development and execution. With our new partners, we now have a unique combination of experiences in navigating the internal workings of manufacturers and the external factors impacting PSP delivery in the real world.”

For more details please go to: <http://pspadvisory.matrixhealthcare.ca/>.

MATRIX PSP Advisory Practice will include the following services:

CLSN PSP Membership	Consulting Services
<p>BENCHMARKS</p> <p>Internal</p> <ul style="list-style-type: none"> • Resourcing, Structure, Capability • Program Characteristics • Program KPIs and Metrics <p>External</p> <ul style="list-style-type: none"> • Vendor Insights • Program Value for Stakeholders <p>PEER TO PEER & ADVISORY</p> <ul style="list-style-type: none"> • V Hows: Real Time Topical Benchmarking • Annual PSP Summit • “On Demand” Advice <p>New for 2019:</p> <ul style="list-style-type: none"> • Quarterly Newsletter on PSP Landscape • Virtual Summits • Premium Access to Syndicated Reports and Workshops (see Consulting Services) 	<p>PSP EXECUTION</p> <ul style="list-style-type: none"> • Organization Alignment • Program Planning and Design • Program Optimization • KPI Development • Launch Readiness & Life Cycle Planning • Strategic Planning • RFP Support • Data and Analytics Strategy <p>PSP INSIGHTS</p> <ul style="list-style-type: none"> • Ad Boards & Patient Journeys <p>PSP WORKSHOPS & TRAINING</p> <ul style="list-style-type: none"> • Introduction to PSPs • PSP Master Class for Directors • Mentoring • Essential Skills for PSP Leaders <p>PSP SYNDICATED REPORTS</p> <ul style="list-style-type: none"> • Overview of PSPs in Canada • Legislative Considerations <p>PRIVATE PAYERS & PSPs</p> <ul style="list-style-type: none"> • Patient access efficiencies • Operations improvement • Data strategy

Those interested in more information can contact Nicole Serena at nserena@matrixhealthcare.ca or Ian McQueen, imcqueen@matrixhealthcare.ca.

About MATRIX Healthcare

MATRIX is a healthcare consulting firm focused on pipeline assessments, launch planning, brand strategy and commercial execution for Canadian pharmaceutical companies. MATRIX was founded in 2014 by three tenured pharmaceutical professionals, Steve Bird, Ian McQueen and Bill McLay. The partners have 50+ years of Canadian pharma experience and have executed more 250 engagements to date with 25 different clients. Visit <http://www.matrixhealthcare.ca>.