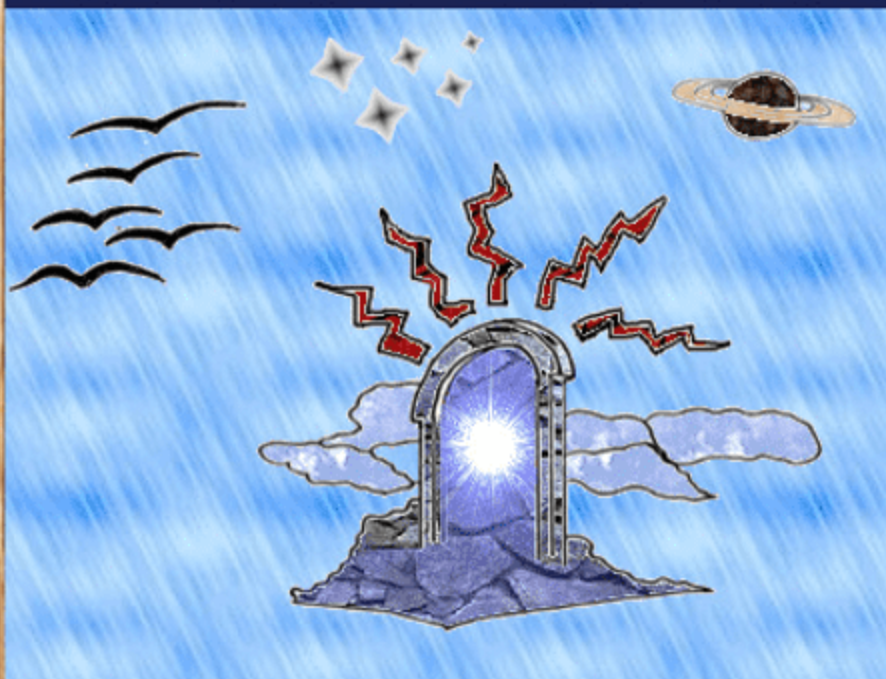


Unconventional Wisdom Series

# Beef up your drug's spillover



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Is your drug used both in the hospital setting and in retail? If so, odds are you can take your drug to the next level if you have not fully tapped into spillover. What do we mean by spillover? In a nutshell, the phenomenon whereby a therapy initiated in the hospital is pursued in retail, long after the patient has been discharged.

### Two factors hamper spillover:

1. Usage of the drug in the hospital is not as widespread as it should be
2. Unfavorable status of the drug on the payer's formulary forces the patient to discontinue therapy early

### Common Myths regarding spillover:

1. Sales of the drug in the hospital need to be large for spillover to be worth looking at
2. There is no good way to map out the neighborhood of a hospital; the only thing we can do is to draw circles around the hospital
3. Spillover cannot be measured since it is bi-directional, i.e., hospitals can adopt therapies initiated by physicians in retail just as the latter can adopt therapies initiated in the hospital
4. An IV formulation in the hospital marginally benefits an oral formulation of the same drug in retail
5. Co-pay assistance is a distraction when it comes to enhancing spillover

### Unsure you are taking full advantage of spillover? Here is a good "litmus" test:

- a) T/F: The valuation of a hospital is synonymous with its DDD sales.
- b) T/F: Access to the drug within major plans around the hospital is barely relevant.

If you answered "T" for either one of the above, the good news is you have not tapped into the vein of spillover. If you answered "F" for both, congrats, you are in the know and we can help you push the envelope on spillover. Either way, we'd love to talk with you. We have talks and articles on the subject that we'd gladly share with you.



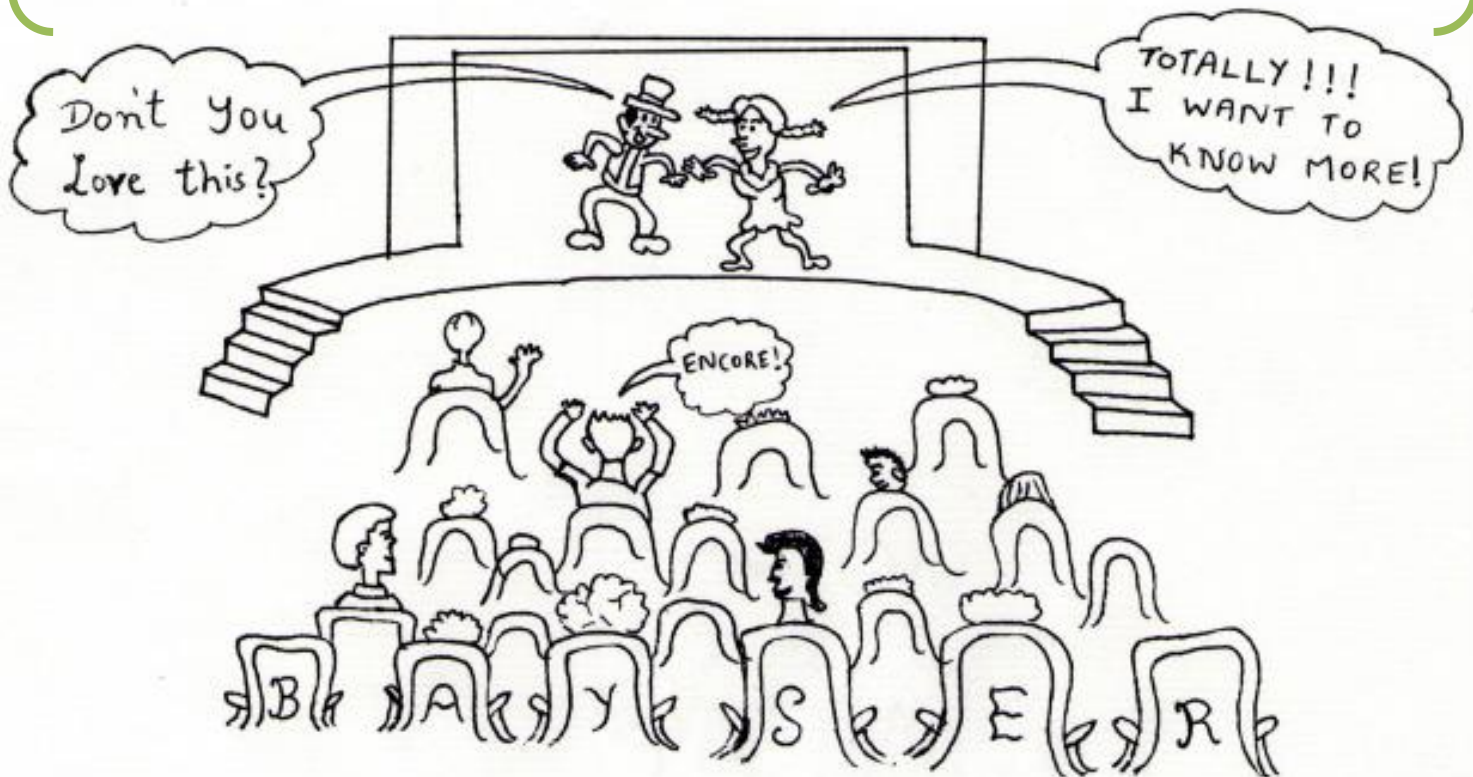


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**Founder & President**

*Jean-Patrick Tsang is the Founder and President of Bayser, a Chicago-based consulting firm dedicated to pharmaceuticals sales and marketing. JP has worked on 250+ projects to date including ROI optimization, data strategy, and study design to mention just these. JP publishes and gives talks on a regular basis and runs one-day classes on various subjects related to data and analysis.*

*In a previous life, JP deployed Artificial Intelligence to automate the design of payloads for satellites and was the adviser of two PhD Students. JP holds a Ph.D. in Artificial Intelligence from Grenoble University and an MBA from INSEAD in France. He was also the Recipient of the PMSA Lifetime Achievement Award in 2015. He can be reached at (847) 920-1000 or [bayer@bayer.com](mailto:bayer@bayer.com).*



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