



# **TrialCard and Triangle Insights Power Life Science Product Commercialization Success with Comprehensive End-to-End Solution**

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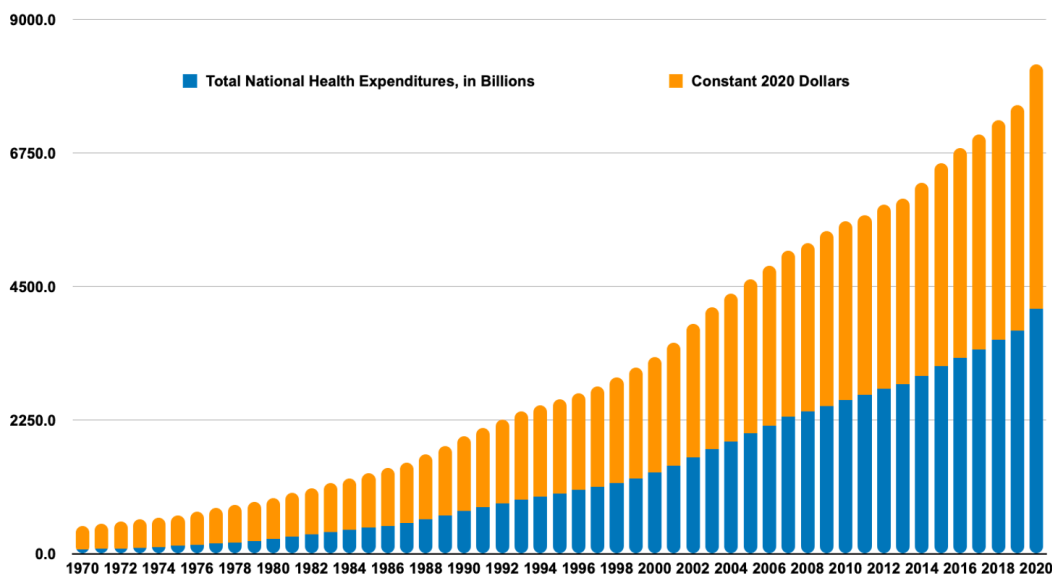
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The ever-evolving American healthcare landscape has seen a significant move towards patient-centricity in the last decade.

Patients are now more active participants in their own healthcare. As with all areas of our lives, they are looking for convenience and flexibility, with increasing demand for self-service tools, personalization, and anytime/anywhere access to services and information via technology.

This also extends to accountability for the financial component of healthcare. The burden has shifted to the patient, and so their out-of-pocket responsibility for shared healthcare costs has continued to rise, through high-deductible plans, copays, and accumulators/maximizers.

### Total Out-of-Pocket Health Care Payments in The United States From 1970 To 2020



Source: <https://www.cms.gov/Research-Statistics-Data-and-Systems/Statistics-Trends-and-Reports/NationalHealthExpendData/NationalHealthAccountsHistorical.html>

In this patient-centric environment, companies are not developing an asset and hoping to find a fit within a certain disease state; instead, they are aligning the asset with a specific patient's unmet need in mind. Increasingly, biotech companies are looking to target niche and sub-patient populations, where there is often no efficacious treatment available.

Each new product must be viewed through a patient lens; what will they value, how will they gain access to it, and how can they pay for the product?

This is where full-service life science commercialization company TrialCard and strategy consulting firm Triangle Insights Group come in. In April 2022, TrialCard announced the acquisition of Triangle. Together, the two companies can provide clients with fully integrated commercialization and operational support, grounded in early strategic planning and rigorous analytics.

### Triangle Insights Group / TrialCard Value Spectrum Aligns to The Patient Journey



## Connectivity that ensures commercialization success

As the focal point of the life science sector continues to shift toward the patient, it is critical to consider the patient's perspective, from patient targeting and early clinical trial design to patient services provided post-commercial launch. This directly aligns with the value provided by the TrialCard/Triangle partnership.

TrialCard's and Triangle's respective experts work together with clients across the life science value chain – by outlining the potential value of a product, identifying target patients, providing access and affordability to the therapy, and identifying supporting services that engage the patient throughout the course of the disease. Chris Apolito, one of Triangle Insights Group's founding partners, explains, "Together, we act as a 'strategic shepherd' for the companies we represent. From new product planning through commercial launch, clients have continuous access to our expertise at each step. Deploying TrialCard's and Triangle's solutions, we provide connectivity from strategic guidance to strategic execution."

## From early strategic planning to patient services

Triangle’s partnership mindset begins well before a product launch, when a company begins to explore the value that it can offer to a specific patient population. Triangle assists with the clinical development strategy and commercial positioning of the asset that will address the specific unmet patient needs previously identified. Finally, the team will help develop the value narrative across each of the key stakeholders for that disease state – patient, provider, and payer.

Then, the TrialCard team steps in, helping physicians identify the right patient and building disease awareness through its EngageHCP service offering: activating that patient to seek healthcare services, providing patient access and affordability to therapy, and assisting in maintaining value and ongoing patient engagement.

**Scott Dulitz**, TrialCard President and Chief Strategy Officer, says: “Our goal is to provide a frictionless experience to life science companies who are bringing new products to market. By integrating strategic commercialization and market access insights with comprehensive patient and provider support services, the TrialCard/Triangle platform is uniquely positioned to support our clients as their assets progress through every phase of the value chain.



“This combination of strategic consulting insights plus wraparound support services enables our team to understand your pain points and identify new market opportunities. These insights are then used to design and operationalize an end-to-end commercialization solution that is tailored to your specific situation. TrialCard and Triangle’s experts ultimately help bridge the critical gap between strategy and execution,” added Dulitz.

TrialCard and Triangle Insights are aligned to provide solutions across the life science value chain to ensure your product’s commercialization success. For more information, email [sales@trialcard.com](mailto:sales@trialcard.com) or [contactus@triangleinsights.com](mailto:contactus@triangleinsights.com).

## The partnership in action

One of our clients is preparing to launch a therapy for a subpopulation of patients with a rare autoimmune disease, a true unmet patient need.

Triangle is now helping to identify and characterize that patient population in the context of the broader overall market. We are determining the level of product differentiation needed relative to the standard of care to support the development of the value narrative across stakeholders.

As the product launch nears, TrialCard will begin to identify which providers have the potential to become key prescribers for this narrow patient population via our EngageHCP service.

TrialCard's Hub Services platform can verify insurance benefits so that the patient is precertified, even tracking delivery of the product to the provider or hospital. PatientLink by TrialCard, a new patient support platform, allows patients to check eligibility, determine copays, and anticipate out-of-pocket costs.

Given the novelty of the therapy, physician education is essential to the brand's go-to-market strategy. TrialCard supports this by building disease awareness, shaping market activities, and optimizing the patient and provider experience associated with a new treatment option.

Together, TrialCard's and Triangle Insights' full-service commercialization platform has supported the client's product development and commercialization strategy, while ensuring the patient experience remains central throughout the product launch.

