

Accelerating Speed to Therapy

With Lash Group, it's possible.



In the race to reduce time to therapy, benefit verifications and prior authorizations are only as fast as the slowest part of the process. But what are the right high-tech tools to deploy against these access barriers? Effectively impacting speed to therapy requires pushing past the industry noise to create realistic access solutions.

By applying advanced technologies to the healthcare space and pairing them with expert human intervention when required, we can drive faster access to prescribed therapy with a seamless patient experience.

Lash Group is revolutionizing access services by modernizing the processes that hinder uptake.



Increase speed to therapy with an industry leading, enhanced Benefit Verification solution that directly connects to nearly 100% of payers using minimal patient data to obtain benefit information. There's no need to provide payer group or BIN information.



Continuously streamline the determination process by leveraging artificial intelligence (AI) and machine learning for medical benefit checks for Medicare-covered patients. AI technology learns, adapts and updates algorithms and incorporates real-time payer and plan changes, making the path to the first fill shorter and faster.



Provide patients with real-time pharmacy cost share information in minutes—not days.



Reduce access barriers by initiating electronic prior authorizations (ePA) and allowing providers to access patients' real-time status through provider portal integration with experienced counselors to manage appeals and workflow.



Get valuable, actionable reporting and case management tracking from provider and insights portals.

The Lash Group Difference: Combining high-tech with highly skilled human intervention

While our automated processes reduce time to therapy, Lash Group relies on people to leverage both technology and the information it yields.

With Lash Group, advancing access through innovation is possible.



Breaking Down Adherence Barriers

With Lash Group, it's possible.



Empowering patients to take part in a more complex therapy regimen requires a higher standard of program innovation. Improving medication adherence requires pushing the patient support discipline forward by combining the market's most

advanced technology with the industry's most experienced clinical staff. **It means putting the patient at the center and committing to continuously improving not just outcomes, but how we get there.**

Lash Group is transforming healthcare journeys through state-of-the-art, patient-centered adherence solutions.



Engage patients where they are, in their treatment journey and in life, with a flexible service offering for educational, behavioral and clinical services.



Deliver personalized interventions and treatment with individualized adherence risk assessments using predictive analytics and machine learning.



Drive behavioral change with the industry's first hub solution to leverage mobile engagement to reach patients before the first fill.



Connect patients and nurse counselors in real time with innovative technology for tracking and scheduling tasks.

The Lash Group Difference: Our relentless commitment to clinical quality

- Clinical Services are URAC accredited for CORE
- The most qualified clinical staff in the industry
 - > Lash Group nurse counselors have a minimum of 5 years of experience with telephonic and disease-specific expertise
 - > More than 50% of nurses across the spectrum of disease states are certified in their specialty; oncology is 100% certified

With Lash Group, empowering patients to participate in their own health is possible.

Removing Affordability Barriers

With Lash Group, it's possible.



Financial assistance and free-drug programs are table stakes for improving access and adherence to today's specialty therapies. But how do you ensure your patient assistance program (PAP) is both effective and compliant? Reducing the growing cost burden patients face requires insulating your program from risk and deploying the right mix of talent and technology.

Lash Group is elevating patient assistance by combining innovative eServices with unmatched expertise.



Ensure compliance and mitigate risk by providing real-time income validation, managing complex eligibility criteria specific to product and functionally uninsured scenarios, and monthly reporting of PAP enrollees to CMS via standard data feed.



Provide individualized support from seasoned counselors who apply decades of experience to one-on-one interaction, complex cases, and alternative coverage research when needed.



Evolve your PAP offering by leveraging electronic portals to facilitate enrollment, real-time determination of eligibility and renewing enrollment in program.



Speed access to therapy with free goods distribution via your preferred specialty pharmacy or Theracom, Lash Group's dedicated free-goods pharmacy.

The Lash Group difference:
Our industry-leading
technology platform and
unmatched expertise

Lash Group's ePAP services allow for automated eligibility checks and determinations in less than a minute -- freeing up our seasoned counselors' time to work on complex cases.

With Lash Group, reaching the right patients with financial assistance is possible.



Making Medications More Affordable

With Lash Group, it's possible.



No patient should be prevented from starting a life-changing therapy by the cost of medication. Lash Group's Commercial Copay Assistance solution combines our decades of experience, relentless commitment to compliance and best-in-class

technology to help manufacturers reduce the financial burden of therapy **so patients can focus on achieving better health outcomes.**

We're impacting affordability with real solutions for an ever-changing market.



Seasoned counselors **provide patients with individualized support**, help them understand their assistance options and facilitate enrollment or provide third-party information.



Full separation of staff between those facilitating enrollments and those responsible for claims processing and funding, plus technological triggers and audits **safeguard compliance**.



Best-in-class technology **speeds eligibility assessment and enrollment**.

Your Partner in Navigating Change

Lash Group has a long history of understanding patient deductibles, out-of-pocket status and the impact on access to therapy. Copay accumulators add a complicated facet to the marketplace, and Lash Group is prepared to work with each of our clients to develop a strategy that positively impacts patients' ability to afford therapy.

Services offered on a high-tech, agnostic platform include:

- **eBV solution** that leverages the power of AI and a real-time, industry-leading payer network
- **Automatic eligibility reverification** and ability to flag patients reaching assistance caps for current program
- **eEligibility Check (eEC)** to verify government payer exclusions even when full benefit verification is not required
- **Payer analytics**, including customizable scorecards with drill-down capabilities to track payers using various metrics such as volume, turn-around times, coverage offered, restrictions, cost share, fulfillment
- **Payment types** that include physical debit cards, pharmacy benefit cards and paper checks
 - > Debit Cards use only controlled, network compatible cards with approved, registered terminals
 - > Pharmacy Benefit Cards are available for use at the pharmacy point of sale

With Lash Group, delivering on the promise of speed to therapy is possible.



Three Decades of Patient-Centered Innovation



Lash Group pioneered the patient services industry.

Three decades later, we continue to innovate with purpose, putting the patient at the center of everything we do. And we continue to lead the patient support industry in finding new ways to:

- Drive access to innovative therapies
- Navigate access hurdles seamlessly
- Reduce the complexity of the healthcare journey
- Increase patient adherence universally

*Proving time and time again that with Lash Group,
it's possible.*

Find out what else is possible at lashgroup.com

