



CASE STUDY

Distribution Decoded: A Must-Have Reference Guide for Manufacturers



Introduction

Archbow Consulting has firsthand experience working primarily with specialty pharmacies, wholesalers/specialty distributors, and third-party logistics (3PL) providers. Our team has collectively spent decades working and negotiating with pharmaceutical manufacturers to launch and create programs that successfully move the drug from the site of manufacturing to the site of administration or dispensing. We understand the interplay between commercial stakeholders, major launch imperatives, and the costs of selecting providers to contract, implement, and maintain successful drug programs.

Archbow Consulting is unique in the tactical work we perform for our partners. Our integrated market access and distribution approach streamlines commercial planning, drives end-to-end commercial optimization, and gives clients a competitive edge.

How Can Archbow Support Your Trade Team?

Through first-hand experience, we have found that while some distribution and dispensing concepts are intuitive to a consultant, they may not be to our manufacturer partners. Archbow routinely develops effective distribution/dispensing strategies to maximize our partner's supply chains. Taking the time to explain how these concepts work, their economics, and what is most important to distributors, pharmacies, and 3PLs has been advantageous to many manufacturers.

Archbow has developed a customizable distribution and dispensing 'Strategic Resource Guide' for manufacturers' trade relations and operations teams. This must-have guide can help manage critical program information and refresh training initiatives to keep market access teams competitive in the market. It can facilitate onboarding new team members and serve as a repository for key company policies, distribution and dispensing agreement summaries, key vendor partner information, and other team-related reference material.



Reference Guide 101

Archbow Consulting has assembled information from our experience and resources, creating a PowerPoint guide featuring:

- Purpose and goals of the guide
- Company vision and mission
- Team organizational chart with assigned vendors and key responsibilities
- Current vendor partners and distribution/dispensing model schematics, core service offerings, and competitive landscapes
- Summary sheets on all top-tier vendor partners
- Contract types, key components, and performance metrics/SLAs of distribution and dispensing agreements
- Best practices for business reviews and link to the company's business review template
- Key finance terms and models, sample calculations, and process flows
- Hyperlinks to detailed contract terms and policies throughout the guide (*Note: Archbow can analyze and document key terms from your distribution and dispensing agreements for additional fees*)
- Glossaries of industry acronyms, EDI data sets and qualifiers, and resource user guide maintenance





Real World Experience

Archbow Consulting worked with a large, established pharmaceutical manufacturer to create a customized distribution and dispensing reference guide to help the manufacturer successfully manage critical information and onboard new team members. The Case Study exhibits the following:

- Team and Company's organizational chart, mission, vision, and values
- Assigned vendors, team responsibilities, and best practices
- Educational material on distribution and dispensing service offerings, financial considerations, channel models, classes of trade, and fact sheets on key wholesalers and specialty pharmacies
- Types of distribution and dispensing agreements along with critical components, legal and financial terms, and sample performance metrics
- Reference material for EDI transaction sets, key EDI 852 qualifiers, and glossary of commonly used acronyms
- Convenient hyperlinks to company policies and distribution/dispensing agreement summaries, providing easy access to essential information

Building a Customized Trade Account Manager Reference Guide for a Manufacturer

How Archbow created a customized distribution and dispensing reference guide to help manufacturers successfully manage critical information and onboard new team members.

» CHALLENGE

A large, established pharma manufacturer trade relations team responsible for managing all pharmacy and distribution partnerships sought a branded, customizable reference guide to store key information and use for training purposes.

The manufacturer's trade relations leadership team struggled with managing key information and onboarding new associates, so they sought out Archbow to create an extensive resource guide utilizing our extensive distribution and pharmacy experience and wealth of source material.

- The goal of the resource guide was to serve as a repository of all key policies, agreements, vendor summaries, and reference material in an easy-to-edit and convenient format.

» SOLUTION

Archbow's approach involved assembling information from trade relations stakeholders and accessing our experience and resources to create a PowerPoint guide featuring:

- Reference guide purpose and goals
- Team and Company vision and mission
- Team org chart with assigned vendors and key responsibilities
- Current vendor partners and distribution/dispensing model schematics, core service offerings, and competitive landscapes
- Summary sheets on all top-tier vendor partners
- Contract types, key components, and performance metrics / SLAs of distribution and dispensing agreements
- Best practices for business reviews and link to QBR template
- Key finance terms and models, sample calculations, and process flows
- Hyperlinks to detailed contract terms and policies throughout the guide
- Glossaries of industry acronyms, EDI data sets and qualifiers, and resource user guide

» RESULTS

Archbow delivered a comprehensive trade account manager reference guide using the client's branded PowerPoint template, complete with files and their hyperlink locations for ongoing customization and editing by the trade relations team.



ARCHBOW WILL OVERSEE
**IMPLEMENTATION
SUPPORT**
FOR THE CLIENT



ARCHBOW PROVIDED
A 3PL RECOMMENDATION
TO CONSOLIDATE VENDORS



About Us

Archbow Consulting helps pharma and biotech companies reach their commercial goals with strategic and tactical distribution, pharmacy, and patient access approaches.

Our integrated approach to commercial planning streamlines end-to-end commercial optimization in a way that gives clients a competitive edge.

Archbow's leadership team has an average of 25+ years of real-world experience that we apply to anticipate and proactively solve the challenges manufacturers face.

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Summary

No two distribution strategies necessarily look the same—in other words, there's no formula. Manufacturers must approach distribution planning in a way that is customized for their unique products and patient/prescriber populations. That's where the right advisors, with decades of distribution experience, can make a genuine difference.

Market trends and access strategies are constantly changing, and Archbow has the experience and expertise to ensure your organization is set up for success. Contact us today if our expertise in this space can help your team: Rob Besse at rbesse@archbow.com or for general inquiries contact info@archbow.com.

About the Author



ROB BESSE

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With over 25 years of pharmaceutical supply chain experience, Rob has an established track record collaborating with leaders of specialty pharmaceutical manufacturing, consulting, and wholesaling. He's aided in the launch of almost 100 new drugs and enhanced existing product programs, primarily in the physician and clinic space.

[Visit Rob's LinkedIn page](#)