



# Keryx Biopharmaceuticals

## Challenges

### Midmarket and Emerging Manufacturer Challenges

According to a study by KPMG, 32% of midmarket executives report that their most significant barrier to growth is pricing pressures. Keryx, a biopharma midmarket company, was looking for a revenue management solution built on industry best-practices and available for a low total cost of ownership. Most solutions available in the market are too expensive or do not have the key capabilities needed to meet the Keryx business needs in the future. Model N Express proved to be the perfect solution for Keryx.

## Results

### Efficiently Maximize Net Sales and Rebates

With the full suite of Model N's new out-of-the-box SaaS offering, Revenue Management Cloud, using the Express methodology, Keryx is now able to manage the full lifecycle of their institutional, purchase-based, channel, and managed care contracts and incentives, as well as their regulatory compliance in a single system. Keryx has enhanced visibility into leading indicators for net revenue, and more accurate and efficient pricing, rebating, and accruals processes.

"The analytics that come out of Model N are critically important – both for our customers because they maximize their rebates, as well as for us for maximizing net sales," said Matt Gray, Executive Director for Keryx. "With no-hassle upgrades and no requirement to host the software or manage the infrastructure, Express helps us focus on what we know best, serving our customers with our core business."

Keryx now has best practices in contracting, rebating, and channel management integrated in their daily operations, increasing their net sales as well as efficiency, and reducing errors and billing changes.

“*Model N's new out-of-the-box SaaS offering works perfectly for emerging and midmarket companies like Keryx.*”

— Matt Gray, Executive Director of Financial Planning and Analysis, Keryx Biopharmaceuticals

## Rapidly Deploy Out-of-the-Box SaaS Solution



## New Capabilities

- Drive better, faster decisions by increasing data transparency across the organization
- Efficiently process transactions
- Actively manage pricing and contracts
- Maximize net sales by leveraging analytics to optimize rebates, incentives, and prices
- Optimize channel processes
- Quickly adapt to government price and Medicaid, Medicare, and Tricare program changes
- Reduce administrative burden in terms of cost, time, and effort
- Seamlessly update and upgrade system



## Model N Customer Since 2014



Keryx Biopharmaceuticals, Inc. (NASDAQ:KERX) is a rapidly growing biopharmaceutical company focused on the research, development and commercialization of pharmaceutical products geared towards addressing unmet needs and providing unique and meaningful advantages to patients with renal disease and their healthcare providers.

## Model N Express

Model N Express is a preconfigured, enterprise-grade, SaaS Revenue Management offering that helps midmarket life sciences companies maximize revenues and reduce compliance risk.

**Government Compliance** — mitigates business and regulatory risk accurately and efficiently. The solution simplifies the implementation of the most complex contracts and offers, eliminates errors and over-payments, and reduces administrative burden while ensuring complete regulatory compliance. The government compliance solution also allows for superior price management by providing free updates of new government regulations with seamless integration to commercial pricing, and automates service fee management processes to ensure accurate and timely Medicaid rebate payments. This offering includes Government Pricing, Medicaid Claims Processing and Medicaid Ad-Hoc Reporting.

**Managed Care** — gives companies comprehensive control of their global gross-to-net revenue process. The solution enables strategic market access, comprehensive claims processing, effective pull-through and accurate financial visibility — giving you full control of your managed care gross-to-net. Managed Care allows you to easily design, test and measure innovative pricing and rebate strategies, ensure regulatory compliance, easily validate claim and utilization data, make timely rebate payments, and gain actionable insights through robust analytics — anywhere, anytime, both on computers and mobile devices. The solution potentially saves companies millions from rebate overpayments by scrubbing incorrect Rx lines and verifying rebate eligibility against contractually negotiated business rules and thresholds. This offering includes Utilization-Based Incentives, Tricare, ScriptValidate, and more.

**U.S. Commercial Pharma** — allows companies to grow revenues by managing, streamlining, and analyzing customer and channel pricing, contracting, rebating, and chargebacks throughout product lifecycles and across your organization. The solution eliminates errors and potential overpayments, ensures accurate and timely payment processing rules and conditions, supports complex rebate terms, and provides full auditability. U.S. Commercial Pharma also automates visibility of revenue exposure and customer performance, and enables interventions when customer purchasing performance does not match contractual commitments. Additionally, the solution allows users to define and manage Tracking Customer and Most Favored Customer policies, monitor multiple net price points, and resolve and report violations, while maintaining full compliance transparency and auditability. This offering includes Contract and Price Management, Purchase-Based Incentives, FSS Compliance, PHS Rebate Program Management, Chargebacks and more.

Model N is the leader in Revenue Management Cloud solutions. Model N helps its customers maximize their revenues by maximizing sell time, revenues per opportunity and number of opportunities. Model N Cloud solutions manage every dollar that impacts the customer's top line and transforms the revenue lifecycle from a series of disjointed operations into a strategic end-to-end process. With deep industry expertise, Model N supports the unique business needs of life science and technology companies across more than 100 countries. Global customers include: Actavis, Amgen, Atmel, Boston Scientific, Bristol-Myers Squibb, Dell, Johnson & Johnson, Linear Technology, Merck, Marvell, Micron, Nokia, Novartis, and STMicroelectronics. Learn more at: <http://www.modeln.com>.