

# Product Launches

Mitigate Challenges with Timely Product  
Availability in the e-Rx/EHR Systems

# Session Objectives

- ◉ Understand drug product knowledge and the time it takes for a new product to become available in an e-Rx/EHR system
- ◉ Analyze the drug product flow for gaps which contribute to the delay in new drug product knowledge at the point of prescribing
- ◉ Discuss forces which create hurdles for launches of medications that are not available in e-Rx/EHR systems
- ◉ Investigate internal and external opportunities to minimize the delay of product availability in the e-Rx/EHR systems

# The Situation

# Challenge at Product Launch



Yesterday

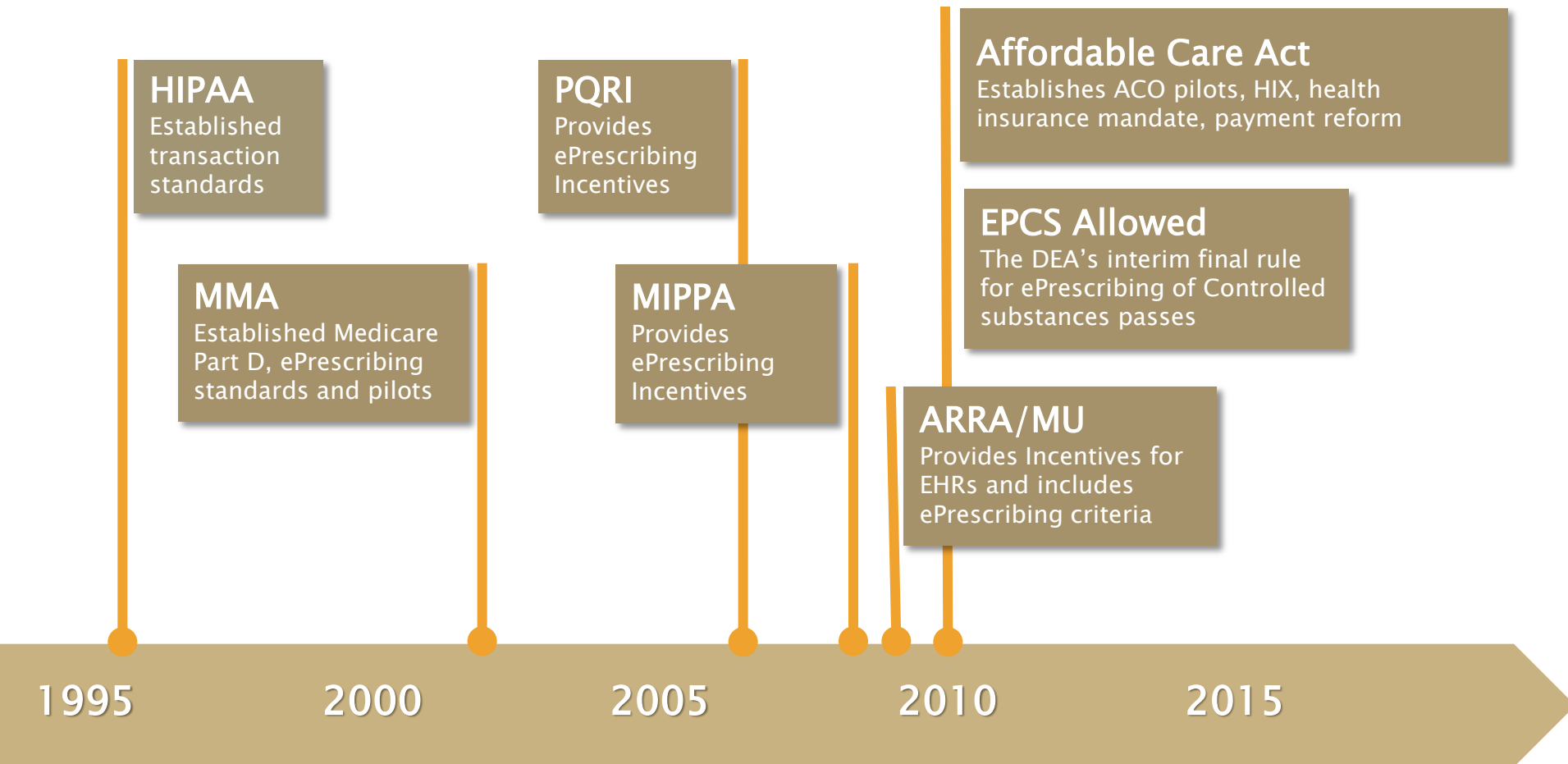
- Getting the drug on formulary



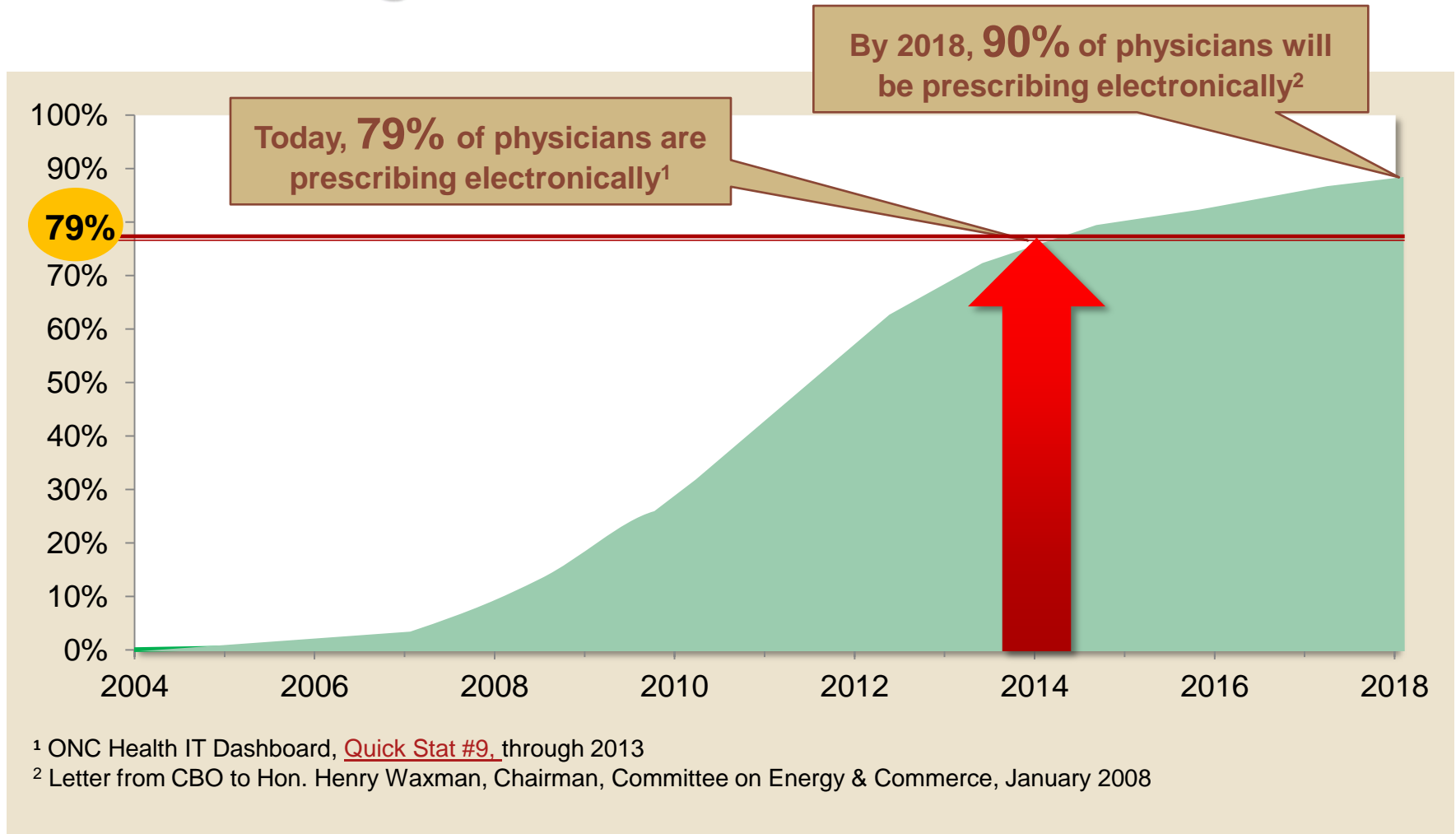
Today

- Getting drugs in the EHR
- Getting the drug on formulary

# For over a decade the Federal Government has influenced ePrescribing and Medication Management

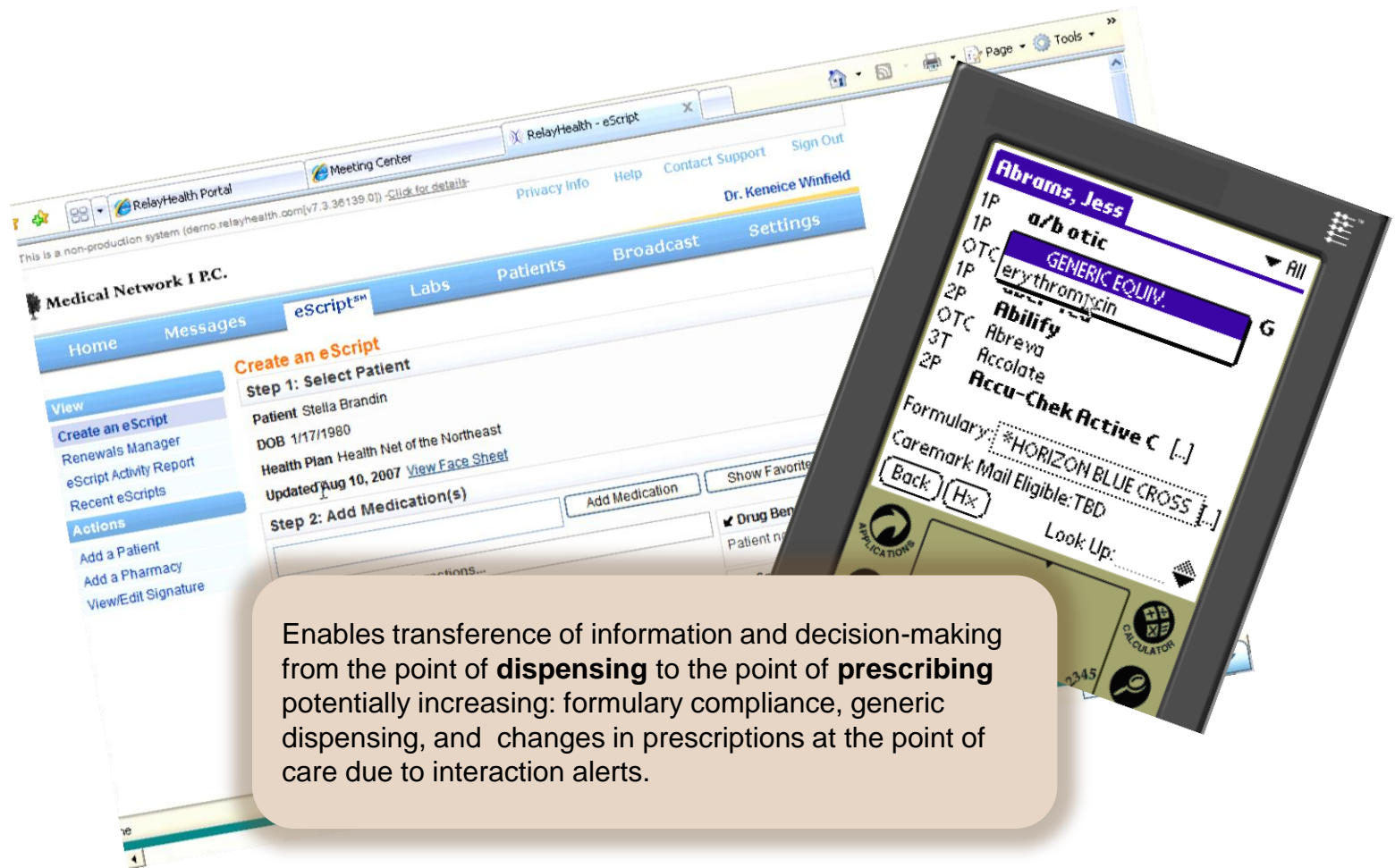


# ePrescribing is now a Standard of Care

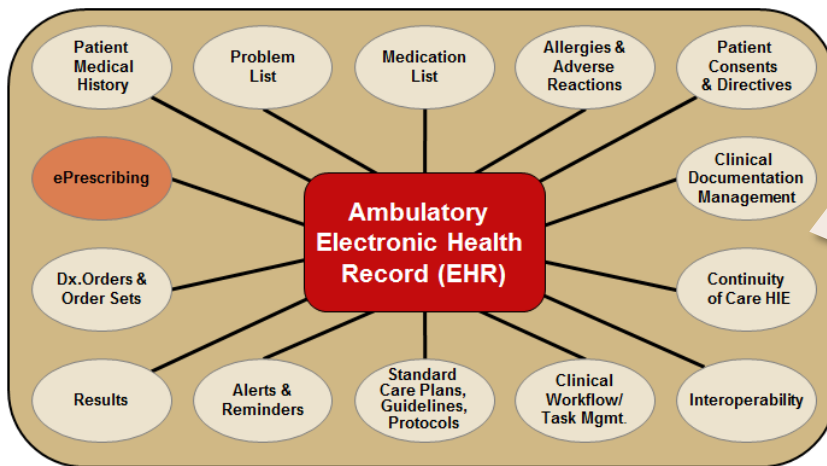
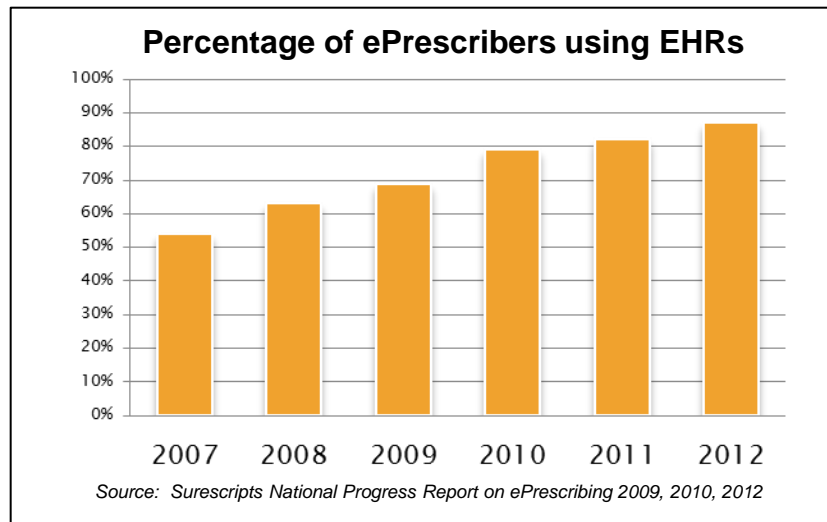




# ePrescribing has evolved to be much more than an electronic prescription writer



# Most ePrescribing Occurs within EHRs



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## Ideal ePrescribing Software Features within an EHR

- ▶ Generates a medication list
- ▶ Select medications, transmit prescriptions, respond to refill requests and conduct safety checks electronically
- ▶ Customize DUR alerts based on user's preferences
- ▶ Provide eligibility-informed formulary data, medication history, and prior authorization requirements electronically from the patient's drug plan.
- ▶ Provide mail-order eligibility information and ability to transmit to mail-order electronically
- ▶ Ability to handle ePrescribing of controlled substances (EPCS)
- ▶ Import diagnosis codes and other relevant medical information from the EMR into electronic prescription



# Two types of information exist in EHR

**Drug  
Compendia**

- ▶ Drug knowledge content are provided by the Drug Compendia

*Drug  
Content*

**EHR Vendor**

**Product and  
Formulary  
Information**

*Formulary  
Information*

**Health Plans  
and PBMs**

- ▶ Health plans and PBMs provide formulary information to EHR vendors

**Physician Practice**

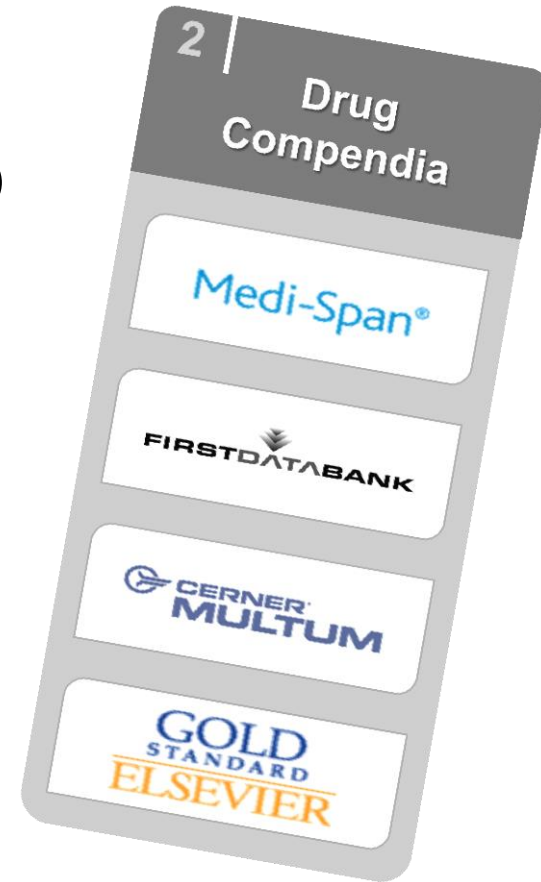


**EHR System**

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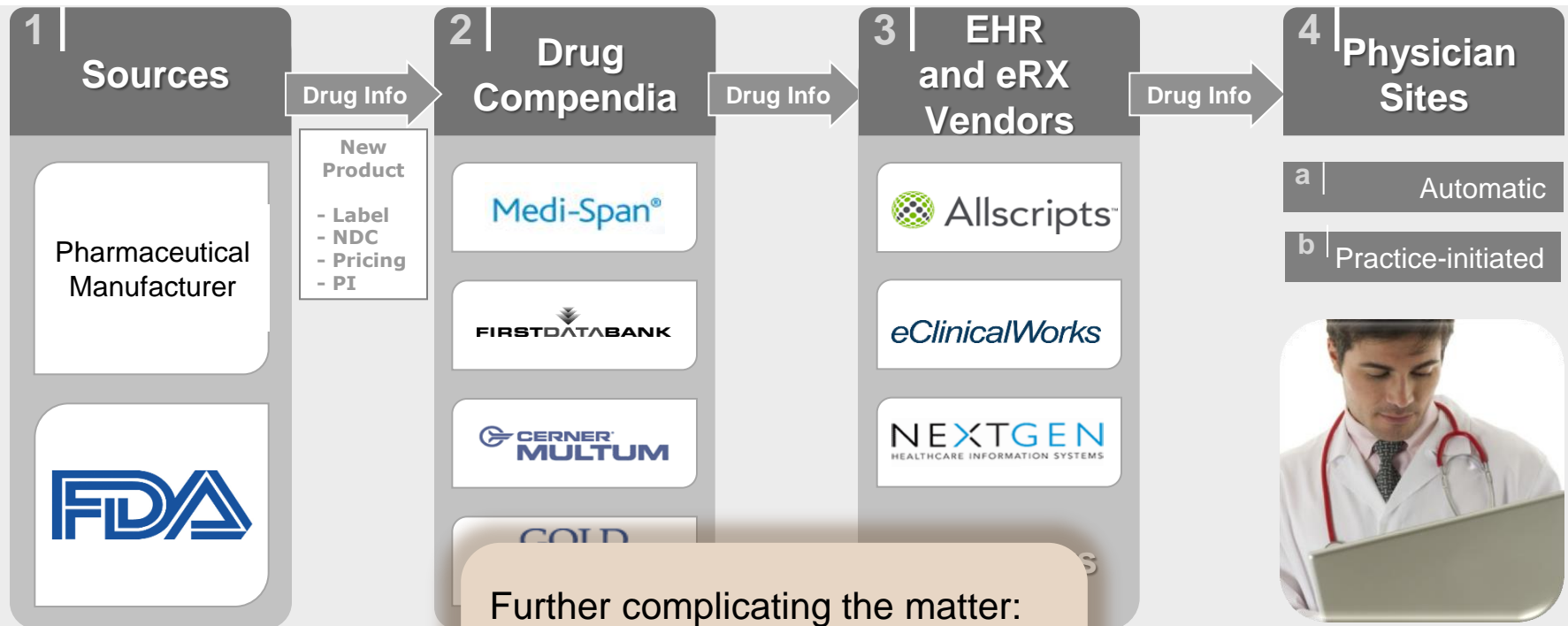
# What is included in drug compendia?

- ▶ Drug information including:
  - Drug monographs (including warnings)
  - Strengths
  - Forms
  - Route of administration
  - Packaging
  - Patient instructions/SIG (optional)
- ▶ Clinical decision support (Drug Utilization Review)
  - Drug–drug interactions
  - Drug–allergy warnings
  - Drug–diagnosis warnings
  - Dose warnings



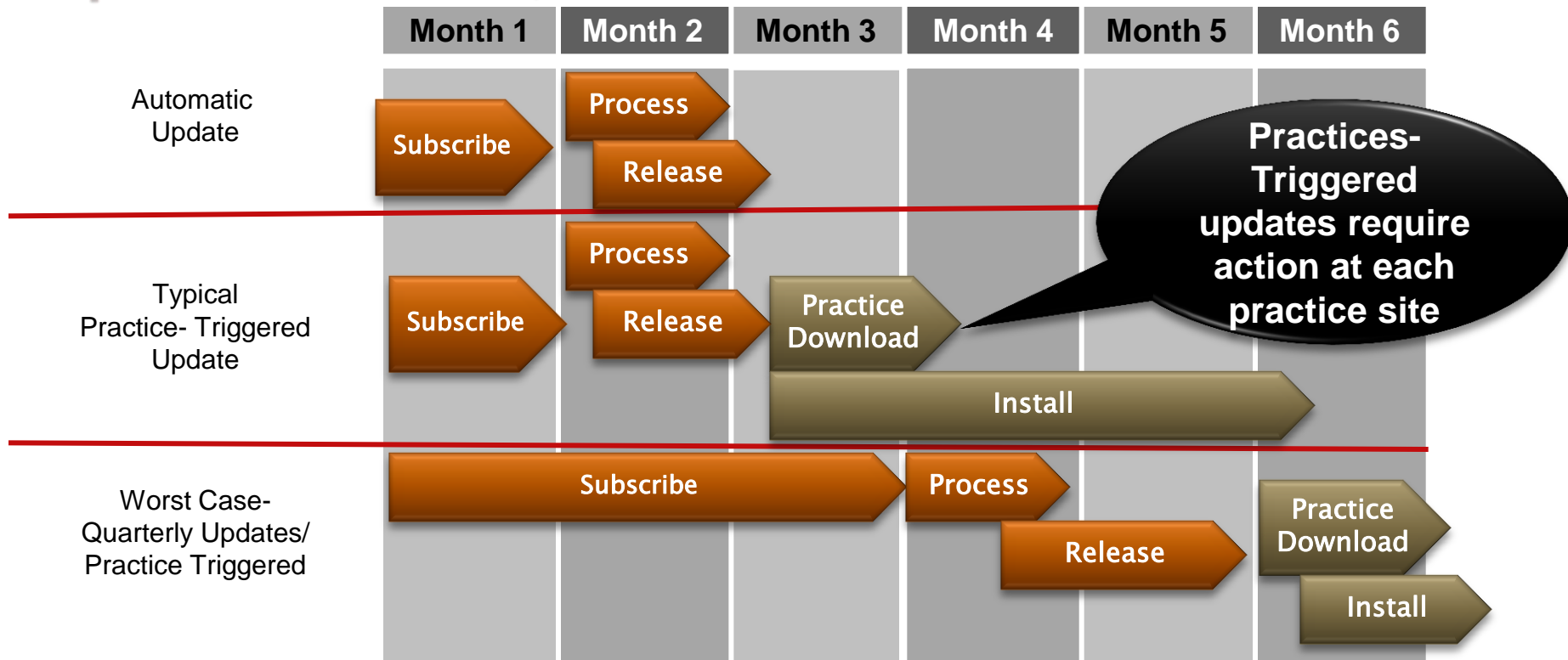
This drug content promotes  
Patient safety measures

# Drug Product Knowledge Flow into eRx/EHR Systems



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# Typical Timelines for Drug Knowledge update in eRx/EHR



**Drug data subscription varies among EHR vendors from weekly to quarterly**

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**3 step process  
for eRx/EHR**

Subscribe

Process

Release

# Why is the information that appears sometimes confusing?

- ▶ Rx process has changed from freeform text to select/structured fields
- ▶ Dosing is often on dose/form vs dose/route
- ▶ Non-tablet drugs can be an issues because many systems were designed for tablet prescriptions
  - Liquids and inhalers are not clear
  - Creams and pre-packaged products have had issues
  - Requirements for quantities are confusing to calculate
- ▶ Presentation of medication does not appear as a provider is used to writing/prescribing

The screenshot shows a 'Prescribe New Medication' form with the following fields and options:

- \*Drug Name:** Text input field
- Indication:** Text input field
- \*Dosage:** Text input field with a dropdown arrow
- \*Sig:** Text input field with a dropdown arrow
- Duration:** Text input field with a dropdown arrow, followed by '# Day'
- \*Dispense:** Text input field with a dropdown arrow, followed by '#'
- \*Refills:** Text input field with a dropdown arrow, followed by '#'
- Comment:** Text input field
- \*Prescriber:** Text input field with 'User, Admin' entered and a dropdown arrow
- Options:** Three checkboxes: ☐ Maintenance Drug, ☐ Brand Name Necessary, ☐ Samples Given
- \*Start Date:** Text input field with a calendar icon
- \*Package:** Text input field
- Modify** and **Special Instructions** tabs
- Buttons:** 'Add to Favorites', 'Add Another', 'OK', and 'Cancel'

# Why does drug information take so long to appear?

## ▶ eRx/EHR Systems

- Every update process takes resources
- Older technology in some EHRs includes batch processes
- Haven't heard issues from users

## ▶ Practice Sites

- Inconsistent drug content updating among practice sites
- Quirks with system updates

## ▶ Physician familiarity of technology

- Not all physicians know the full capabilities that their systems can provide





# eRx/EHR Systems

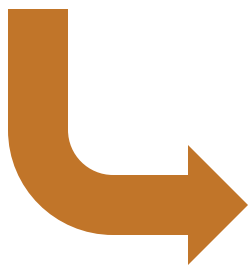
- ▶ Meaningful Use certification has become a priority on all EHR software companies leaving other improvements on hold
- ▶ Extra development costs and requirements put a strain on priorities that ultimately prevent:
  - Improvements in usability (due to limited resources)
  - Update improvements (due to an inability to improve/upgrade infrastructure)
- ▶ Pressure to invest to gain more physician users during the last stages of the 'land grab'



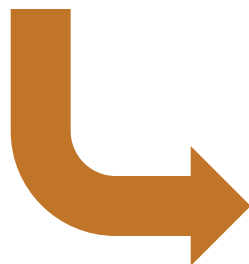
# Practice Triggered Sites Process and Issues

When practices must perform their own updates, there are potential issues:

Technology is constantly improving, and the practice may not have the latest and greatest



Practices are sometimes constrained by resources -- either having enough or having those with the right skills



It may not always be clear to practices why having the latest version of core data is critical

# Physician familiarity of System Capabilities

- ▶ Physicians and practice managers are not demanding EHR services around automatic product updates or more timely updates leading to
  - Practices not prescribing the missing drug
  - Practices stating they cannot write a paper script due to meaningful use



# Potential Solutions

# Potential Solutions

1. Engage stakeholders to improve/upgrade the process & technology
2. Advance Patient Safety Objectives
3. Prepare for and Address Challenges Proactively



# Engage stakeholders to improve/upgrade the process & technology

- ▶ Identify & Engage the appropriate key stakeholders
  - MDs, EHRs, compendia, intermediaries, Standards Organizations
  - Bring it up with your trade organizations, ie PhRMA
- ▶ Propose sustainable practices and technology for timely updates in EHRs
  - EHR charging pharma fees to upgrade
    - Is this unsustainable?
    - Is it setting a precedent?
    - What are alternative options for pharma?





# Advance Patient Safety Objectives

- ▶ Identify opportunities within current Government Policies to emphasize the benefit of drug updates to patient safety and access to medicines
  - Explore Meaningful Use, Standards, Certification, Quality Measures
  - Push industry to go from dose/form to dose/route
- ▶ Emphasize potential patient safety improvement opportunities of having frequent updates
  - Ensure that we are not creating two standards of care for patients by drugs/drug information not being available in the e-system
- ▶ Raise awareness through Whitepapers and published research
  - Use a published study to press for standards and/or regulations
  - NCPDP is developing a white paper  
*'Prescribable Medication Information at Point of Care to Support Patient Safety White Paper'* to raise awareness around the gaps and patient safety issues



# Prepare for and Address Challenges Proactively

- ▶ Manufacturers need to understand how product data and other reference information is communicated between parties
- ▶ New product launches need to incorporate these new e-challenges into their launch strategy
  - Sales ability to discuss with practices the need for
    - current drug information
    - need for updated information
- ▶ Have resources to assist sales representative with questions from practices
  - Guide conversations reps have with practices
  - Timetable to id when the new product will appear in the EHR
  - Helpdesk to take questions from the field
  - Instructions to add a product at the practice

# Internal Keys for a Successful Launch from an EHR Perspective

1. Pre-launch activity to prepare
  - Know the customers, systems and issues
  - Prepare material to support the launch
2. Train on issues and reactions
  - Provide information specific to the EHR
3. Stay in formation
  - Structured question mechanism and responses
  - Address issues fast
4. Sales leadership buy in
  - Memorable tools change behavior
5. Marketing leadership buy in
  - EHR discussion don't take away from the HCP sales call
6. EHR use is about improving the quality of care
  - Enable the quality of care
7. Encourage patient engagement
  - Use existing materials during and after the visit
8. Adapt to formulary issues
  - Trap issues on formulary quality to identify root causes
  - Understand formulary display and quality information

# Prepare for Issues with Added EHR Capabilities

Virtually all sales messages need to be adjusted for the EHR world:

- ▶ Understand of Clinical Decision Support in EHRs and the need to configure capabilities at a practice level
- ▶ Using EHRs for clinical improvement initiatives to increase quality-based care
- ▶ Discussion guides customized to product quality objectives to improve outcomes in Integrated Delivery Networks and other large practices
- ▶ Electronic Prior Authorization landscape
- ▶ Formulary and contract issues and evaluation

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