Effective Strategies to Help Customers Use Their EHR to Improve Quality of Care

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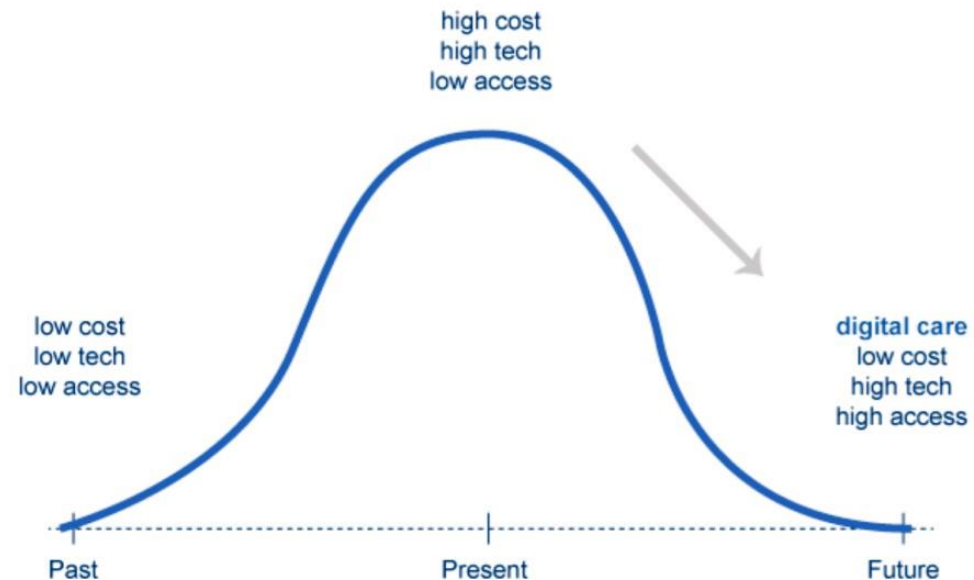
Technology is transforming healthcare

Health technology will continue to diffuse

Practical applications increase

Costs decrease

Digital health promises affordable, highly efficacious, and easily accessible patient solutions

Disruptive Innovation in Healthcare

high cost
high tech
low access

low cost
low tech
low access

digital care
low cost
high tech
high access

Past

Present

Future

Source: Goldman Sachs Global Investment Research
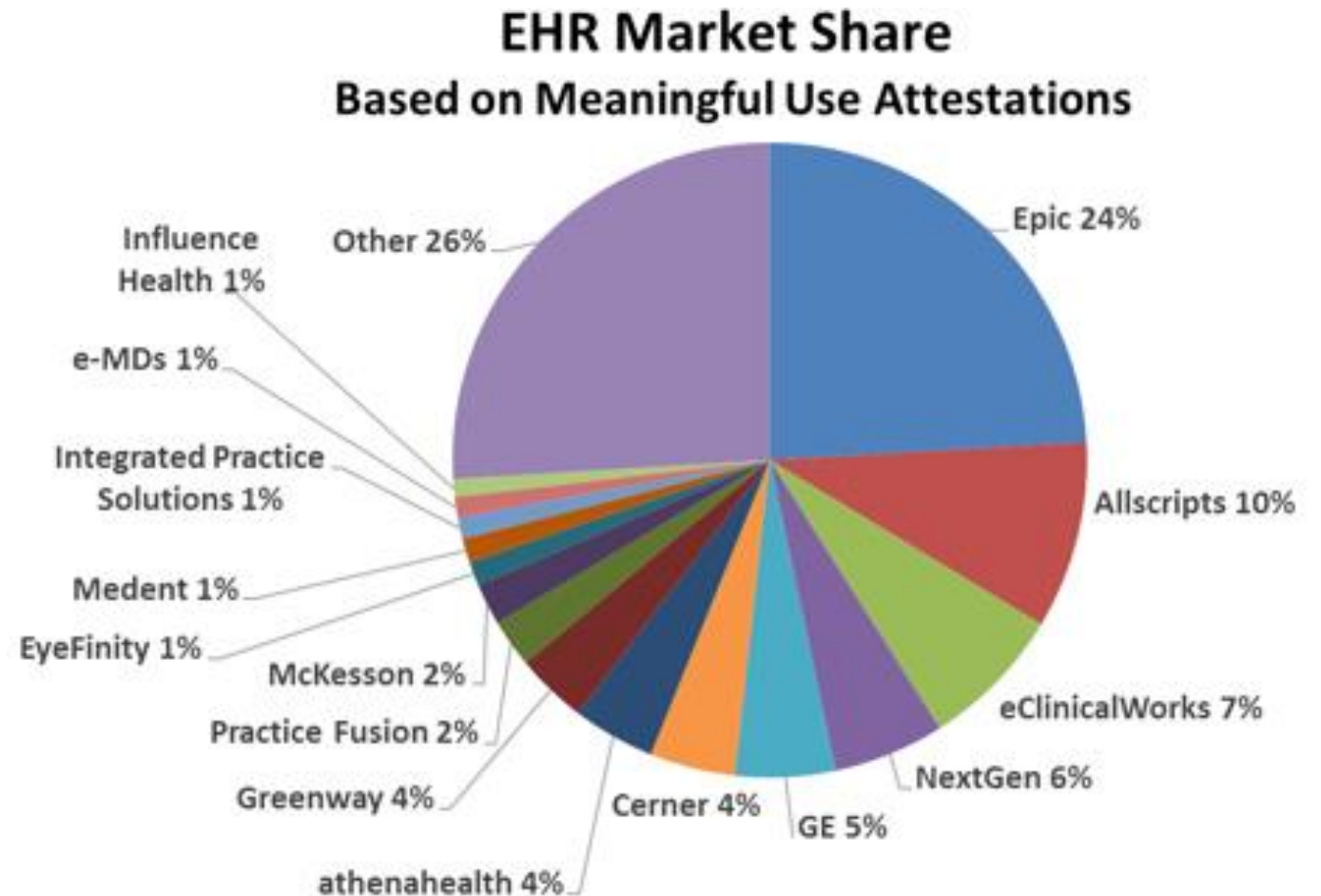
EHRs are a real world example

HCPs have fully adopted basic EHR functions… and they are satisfied

Adoption and Perceived Ease of Use of EHR Functionalities	Adoption	Ease of Use
Documentation		
Recording a patient problem list	94%	86%
Recording a comprehensive list of the patient's medications and allergies	98%	84%
Recording clinical notes	97%	83%
Ordering		
Ordering prescriptions electronically (sending a prescription directly to a pharmacy at the point-of-care)	91%	88%
Ordering lab tests electronically at point-of-care	72%	80%
Viewing results and quality measures		
Viewing lab results	88%	91%
Viewing imaging reports	82%	85%
Viewing data on quality-of-care measures	62%	63%
Decision support		
Clinical decision support (eg, alerts for drug interactions or contraindications)	86%	84%
Providing reminders for guideline-based interventions or screening tests	64%	69%
Patient engagement		
Providing patients with clinical summaries for each visit	75%	80%
Exchanging secure messages with patients	42%	68%
Clinical data exchange		
Exchanging patient clinical summaries with other physicians	77%	76%
Public health reporting	40%	49%

Physician Attitudes on Ease of Use of EHR Functionalities Related to Meaningful Use, American Journal of Managed Care, Dec 2015
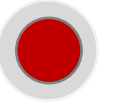
Health System Population Health Capabilities Vary

- Practice size
- How long the EHR is in place
- Health system control
- Number of EHRs in the Health System
- Specialty EHR use

EHR Market Share
Based on Meaningful Use Attestations

- Epic 24%
- Other 26%
- Influence Health 1%
- e-MDs 1%
- Integrated Practice Solutions 1%
- Medent 1%
- EyeFinity 1%
- McKesson 2%
- Practice Fusion 2%
- Greenway 4%
- athenahealth 4%
- Cerner 4%
- GE 5%
- NextGen 6%
- eClinicalWorks 7%
- Allscripts 10%

Source: CMS Attestations June 2016

Identifying Patients in Need of New Therapies

Existing tools in EHRs can be configured by health systems to identify patients:

- **Patient Reports** use data captured to identify patients with gaps-in-care or in need of treatment intensification

- **Documentation Templates** can be created to capture structured data
  - Unlike standard practice of free text or scanned PDFs, this format allows data to be queried for identifying appropriate patients

- **Reminders and Best Practice Advisories** can utilize the data in documentation templates, and other discrete data remind HCPs about a need for treatment intensification

- **Order Sets** can expedite utilization of product and patient support materials

- **Patient Education** materials can be integrated into the workflow for consistent use

- **Patient Surveys** can screen patients for changes in their condition between visits, adding to the structured data collected

Partnering with health systems and practices to employ EHR tools and configure them represents a huge opportunity to improve population health

Every step in the pharmaceutical buying process flows through Health IT

Steps in the Buying Process	Selected EHR and Health IT Function
Origination	• Patient Lists • Patient Outreach
Evaluation Diagnosis	• Clinical Alerts • Clinical Decision Support
Treatment Choice	• Clinical Quality Measures (eCQMs) • Order Sets
Brand Choice	• ePrescribing • Formulary Indicators • Favorites
Prescription Fulfillment	• ePrior authorization • Prescription Drug Monitoring Programs
Compliance Adherence	Clinical Summaries Patient Portals Electronic Patient Education

Origination - EHR functions to identify potential patients

Patient lists and patient outreach functions enable scalable identification of patient with *gaps-in-care*

Evaluation/Diagnosis - EHR functions to remind HCPs

Clinical Decision Support (CDS), alerts and reminders assist in the evaluation/diagnosis of patients

Treatment Choice - EHR functions to standardize care

Clinical Guidelines and Order Sets enable evidence based treatment pathways

Brand Choice - EHR functions for ePrescribing

Favorites, Pick Lists and Formulary Indicators drive brand choice

Name	Formulary Status
Product 1	✅ Preferred Level 3
Product 2	✅ Preferred Level 1
Product 3	✅ Preferred Level 1
Product 4	☑ On Formulary, Non-Preferred
Product 5	❌ Non Formulary
Product 6	❓ Unknown

Name	Formulary Status
Product 1	✅ $ 4 copay
Product 2	✅ $30 Copay
Product 3	✅ $30 Copay
Product 4	☑ $80 Copay
Product 5	❌ 50% Co-insurance
Product 6	❓ Unknown

Fulfillment - EHR functions for prior authorization

Majority of prescriptions are electronic… <u>ePA</u> is removing barriers

Compliance/Adherence - EHR functions for patient engagement

Patient Education and Engagement are now delivered through the EHR. Providing quality branded and unbranded materials is welcomed and allowing unbranded modifications is helpful. (Your company is partnering with the practice in communicating to the patient.)

Medicare Wellness Recommendations for:

Health Advice - The items that apply to you are marked below.

Current Medications

Macrobid (100MG Capsule, 1 capsule(s) Oral every 12 hours for 7 days with food for urinary tr, Taken starting 03/30/2017) Active.
Lisinopril (30MG Tablet, 1 Tablet Oral daily, Taken starting 03/31/2017) Active.

Weight Management

Your Body Mass Index (BMI) today was:
   22.6 kg/m²

This falls into the range of...
☐ Low (<18) - Please work on increasing your health caloric intake to bring your weight u
   range.
☑ Normal (18 - 25) - Please maintain your current weight

Patient Education

Patient Education was published to portal for   Browse

Ok   Cancel

Three Approaches

Sales Teams	"Aggregators"	Partnerships
Customer Pull-Through	Communication and Promotion	Health Systems and Payors
EHR Knowledge	Services and Solutions	Health IT Vendors

Considerations		
Education and Training	**Scale**	**Scalability**
Targeting	Targeting	Regulatory
Access	Product Life Cycle	Partnership Constraints
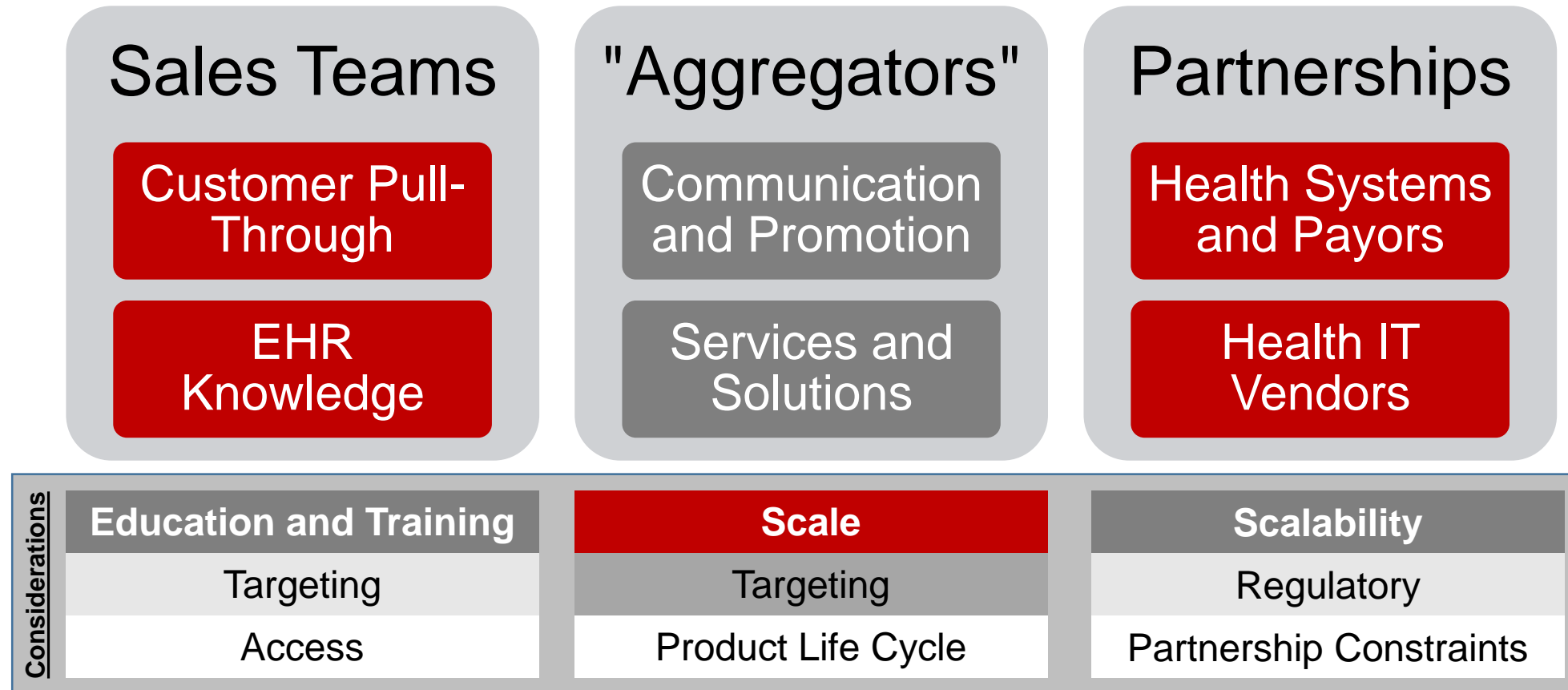
POCP EHR Launch Action Plan
a Tested Sequence Timed to Launch Milestones

POCP Has Executed Over 105 Brand Launches for Many of the Leading Pharmaceutical Companies

Point-of-Care Partners EHR Navigator®

1 Prior to Launch

- Map EHR Landscape to Brand Strategy and Target Market
- Research & Build EHR Timetable
- Prepare Compendia Drug File Submission
- Develop Internal Plans and Communications
- Develop Customer Resources
- Develop and Execute Training Curricula
- Prepare Helpdesk

2 At Launch
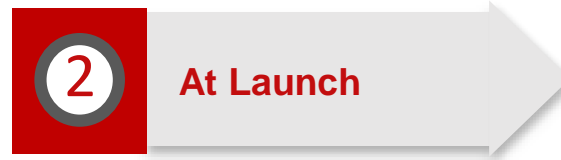
- Submit Compendia Drug File
- Engage EHRs
- Monitor & Communicate Updates to Timetable
- Launch Helpdesk, Track & Resolve, FAQs

3 Post Launch

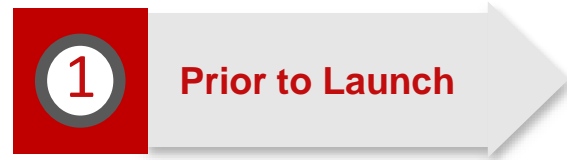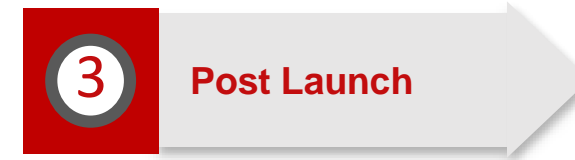- EHR Pull-Through
- Brand Awareness EHR Messaging
- Target Specific Patients with Clinical Decision Support
- Improve EHR Patient Engagement & Compliance
- ePrescribing Formulary Pull-Through
- eCoupon and Co-Pay

Comprehensive and Multifaceted EHR Engagement Program

Point-of-Care Partners EHR Navigator®

Market Access
- Compendia Reporting and Validation
- EHR Access and Display
- EHR Pull-Through
- Pharmacy Systems Display
- PBM and Managed Care
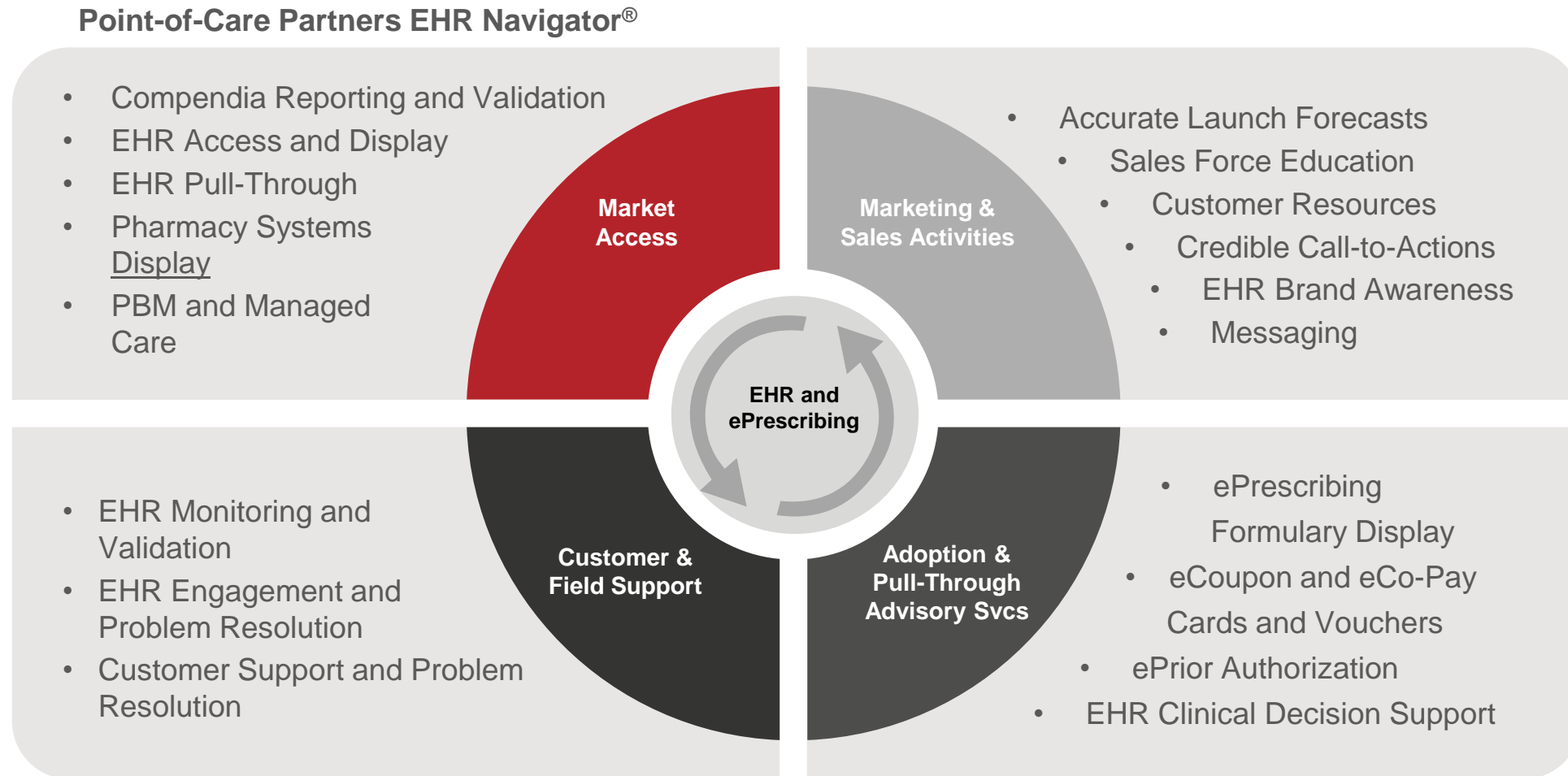
Marketing & Sales Activities
- Accurate Launch Forecasts
- Sales Force Education
- Customer Resources
- Credible Call-to-Actions
- EHR Brand Awareness
- Messaging

Customer & Field Support
- EHR Monitoring and Validation
- EHR Engagement and Problem Resolution
- Customer Support and Problem Resolution

Adoption & Pull-Through Advisory Svcs
- ePrescribing Formulary Display
- eCoupon and eCo-Pay Cards and Vouchers
- ePrior Authorization
- EHR Clinical Decision Support

EHR and ePrescribing

www.pocp.com