

Health IT and EHR Product Marketing in 20 Minutes

**A Crash Course in Launching and Marketing
Your Brand in an EHR-Enabled World**

November 2018





Strategy & Professional Services
for the Life Science Industry



A Think Patients Company

Practical Innovation
for Life Science Companies

And yes, that includes consulting
about how to best engage with
HCPs and patients using
EHRs & Health IT



A Think Patients Company

Precision Marketing Services
for Life Science Companies

We started with helping suppliers,
but now there seems to be
a lot of interest from
everyone else



Office-Based Physician Adoption of EHRs

Obligatory Market Share Slide

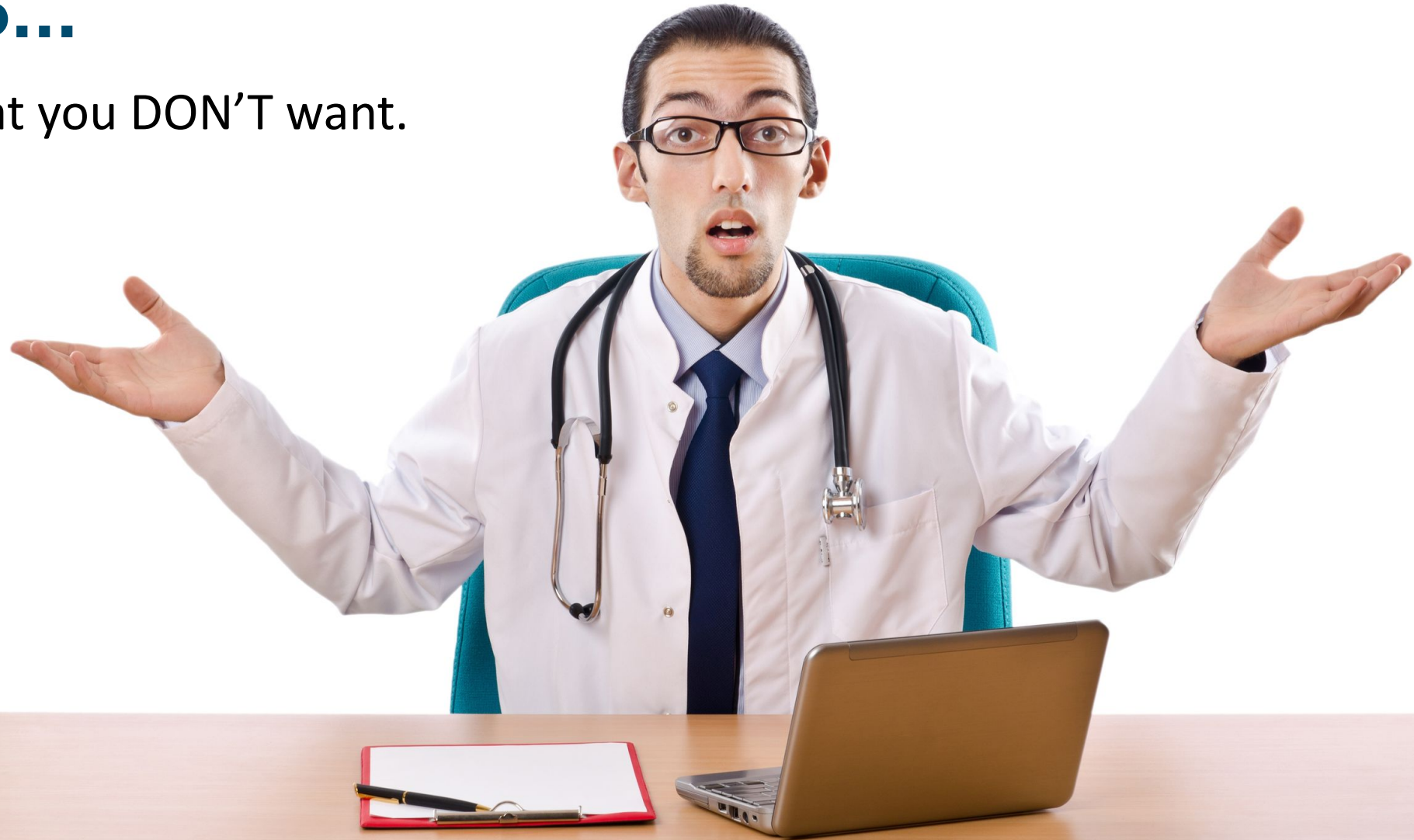
We promise it's the
only one.



Office of the National Coordinator for Health Information Technology. 'Office-based Physician Electronic Health Record Adoption,' Health IT Quick-Stat #50.
dashboard.healthit.gov/quickstats/pages/physician-ehr-adoption-trends.php. December 2016.

THIS...

...is what you DON'T want.



A Real World Example

A brand launches a new dosage form that is supposed to accelerate sales

Find a Medication

Search

☒ Facility List ☐ Entire Database ☐ Favorites

MyCareerizide 5mg/1ml extended release suspension for subcuta

MyCareerizide 5mg/1ml extended release suspension for subcuta

OK Cancel

**But when doctors
tried to prescribe
the new product in
their EHR...**

Pro Tip #1

You spend a billion dollars or more to develop a drug... and hundreds of millions more to market it.

It takes only a tiny fraction of that budget to ensure your product “makes sense” to prescribers in a world of structured data.



WHY...

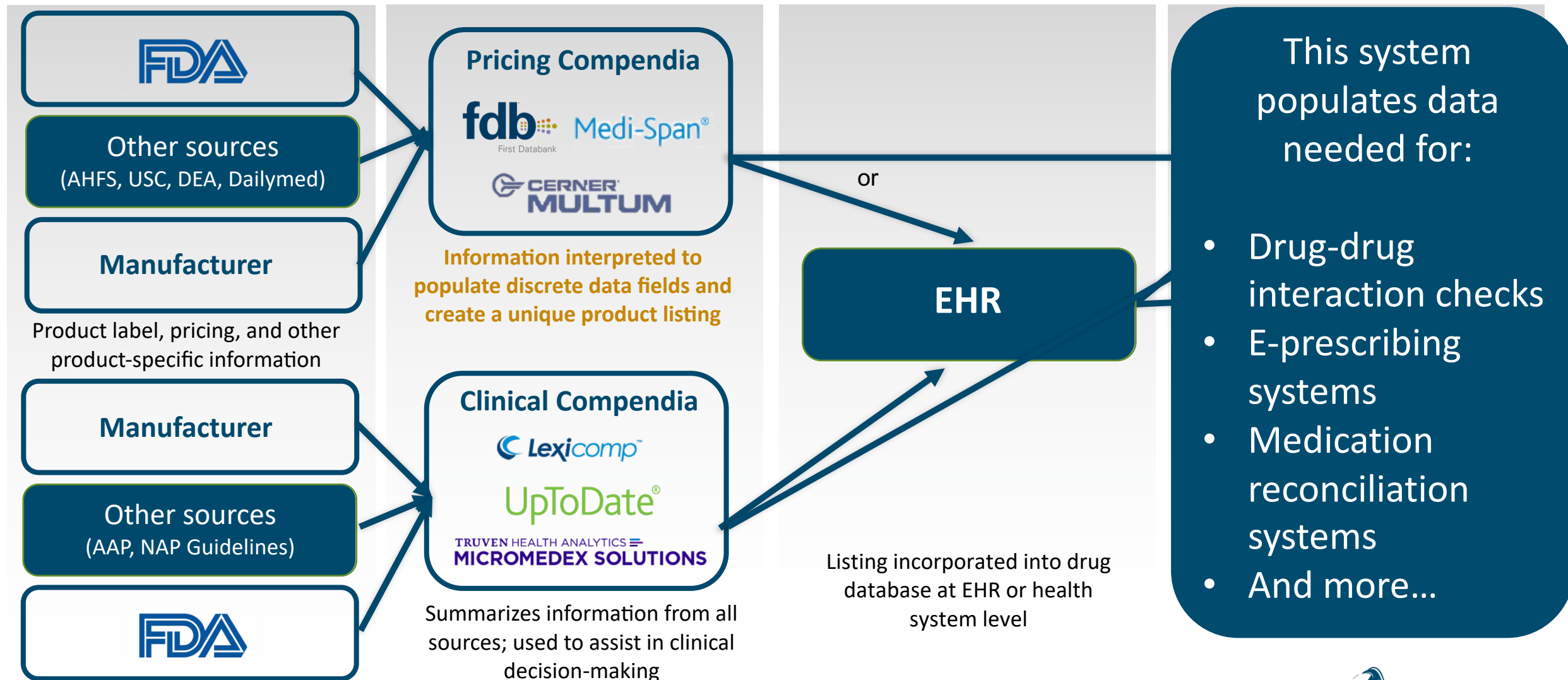
...does it take
so long for
my product
to appear in
the EHR?

...can't we
make it go
faster?

...can't we
just pay to
have it
available on
the day of
launch?



How Products Get Into EHRs (Oversimplified)



Pro Tip #2

There are companies who will tell you they can get your drug into EHRs faster.

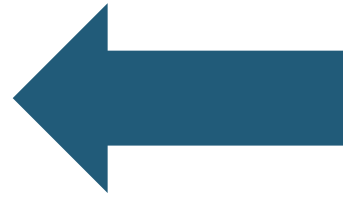
This is a “First, Do No Harm” industry, and in our view, this is the best approach.

(Because you do NOT want to be the company that screws up a doctor’s - or health system’s - EHR)

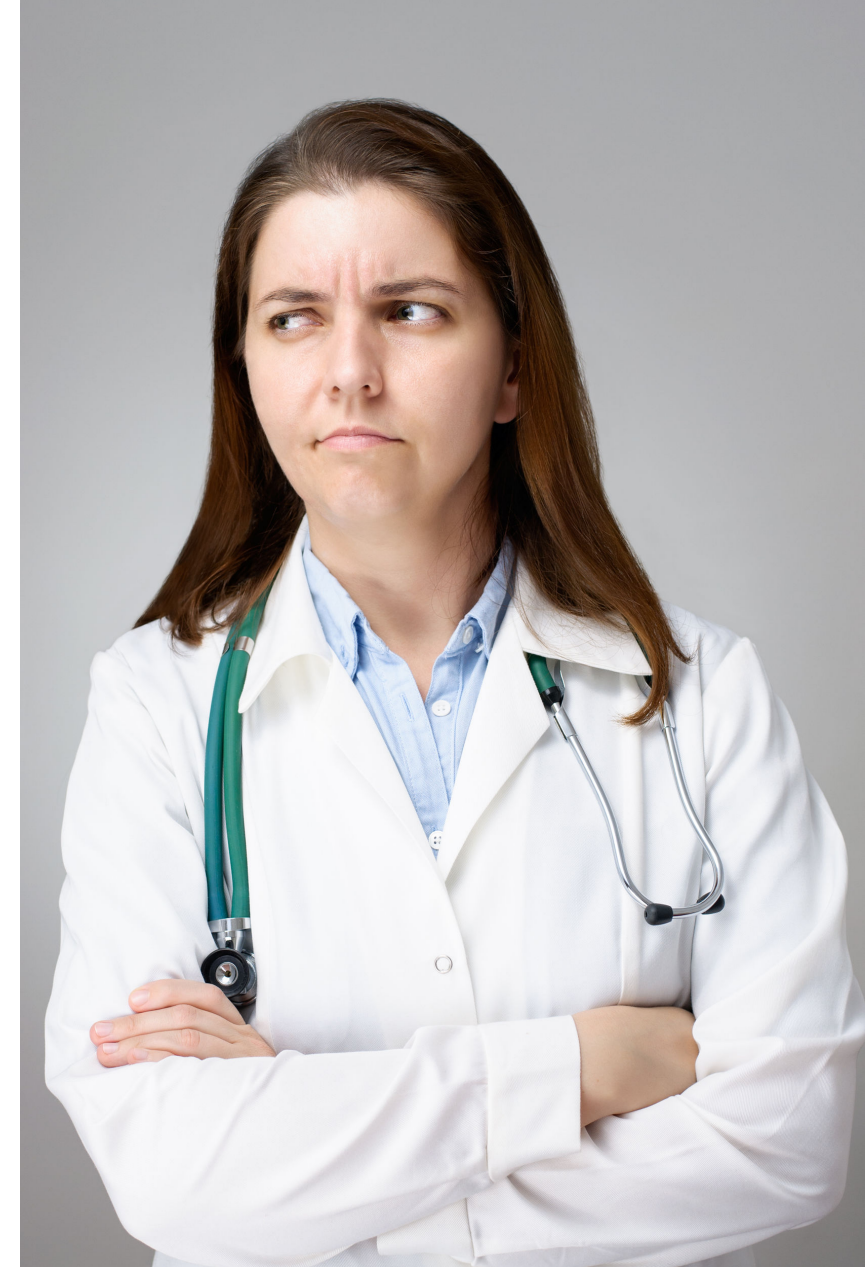
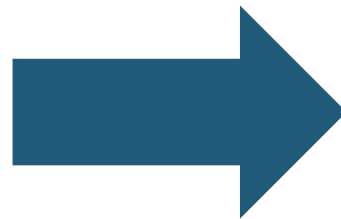




**If this is
bad...**



**...this is
WORSE.**





**Do
YOU
Like It
When This
Happens?**

Pro Tip #3

Advertising in EHRs can be effective, but poorly-executed campaigns can bore or annoy your customers.

If you're going to message (advertise) in EHRs...

Be useful (not annoying) and focused on a message that brings value and relevance. Preferably, be relevant to *the provider's current workflow*.



SM



**Excuse me,
or...**

Technology is advancing.

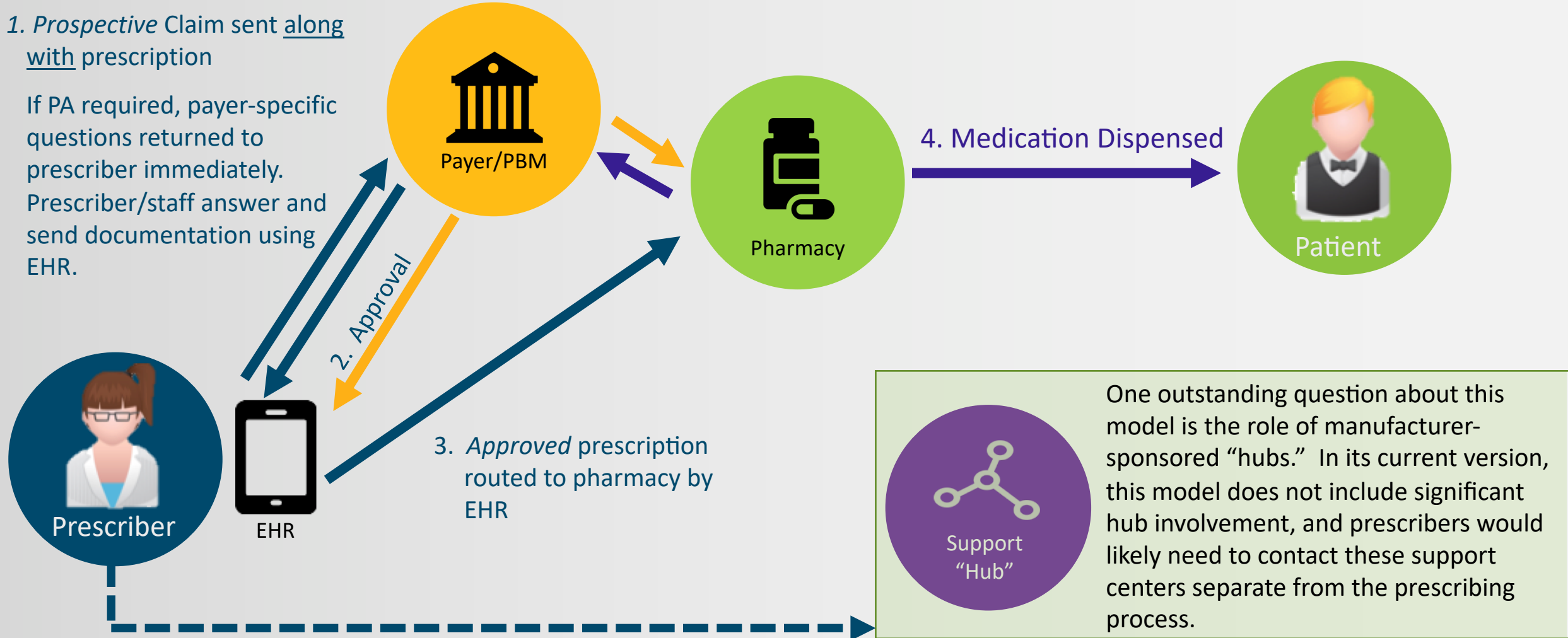
We've got some good news,
and some bad news.

***nt needs a
rization for
cription.***

The Expanding Role of *Prospective* Prior Authorization

1. *Prospective* Claim sent along with prescription

If PA required, payer-specific questions returned to prescriber immediately. Prescriber/staff answer and send documentation using EHR.





Here's an example

ELECTRONIC PRIOR AUTHORIZATION

(formerly CompletEPA®)

Electronic Prior Authorization integrates directly with electronic health records (EHRs), enabling healthcare professionals to easily obtain prior authorizations in real time at the point of care.

Relieves administrative burdens

Electronic requests eliminate time-consuming paper forms, faxes and phone calls.

Improves time to therapy

Integrated into the provider's EHR workflow, Electronic Prior Authorization identifies medications that do not require a prior authorization to reduce delays.

Improves patient and physician satisfaction

Healthcare professionals answer only relevant patient-specific questions with patient data already pre-populated, giving them more time with patients.

Pro Tip #4

If you don't figure out how to coexist in a world of *technology-driven, prospective* prior authorization, things may get a lot harder for your brands.

You can't beat this trend, and it's poised to potentially take your savings offers (and maybe even your hub) significantly out of the prescriber's workflow. **Start working on a strategy NOW.**





So, What Else Can We Do?



EHRs Can Assist Clinical Decision Making

Clinical Decision Support (CDS) provides clinicians, staff, patients, or other individuals with **knowledge and person-specific information**, intelligently filtered or presented at appropriate times, **to enhance health and healthcare**. *CDS programs can drive population health improvement.*





The pharma industry has an AMAZING, PROVEN ability to **CHANGE BEHAVIOR.**
(And HCPs, health systems, payers, and government know it.)
The EHR just might be the place where we can do that, especially if
working with these other stakeholders to a common goal.

Pro Tip #5

The EHR is a healthcare tool. It's more like a stethoscope or x-ray machine than a web browser or smartphone.

Using the EHR as platform where you add value in a useful, compliant way can result in **collaboration with customers**, as well as **positive behavior changes**.

But it's a lot harder than a media buy.



Here's what
we tried to
cover in 15
minutes.

If you've got questions:

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Five Things We Suggest You Remember

1. Make sure your drug's appearance in an EHR is clear and not confusing. Make it easy to find, understand, and prescribe. Understand the role of compendia (or have access to experts who do).
2. Don't try to beat the system. First, do no harm.
3. Don't bore, annoy, or insult prescribers. Make sure your message fits the medium. Repurposing usually flops.
4. EHRs are amazingly effective *enforcement* tools. Prepare for that, both within your headquarters staff and in the field. Education does wonders...
5. Be useful. Collaborate. *And plan to work primarily at the level of the health system, not the EHR (that part's not growing).* Remember... This is not a media buy.