Bigfoot, Mermaids and EHR
Myth vs Reality

MEET TODAY'S EXPERTS

George C.D. Griffith

Executive VP,
Omnichannel
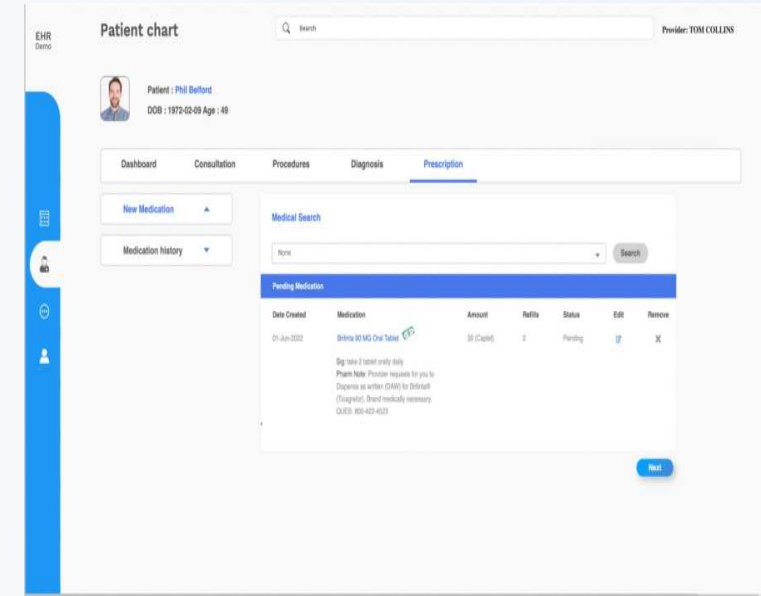Strategy,
Relevate Health

Damon Basch

VP, Strategic
Partnerships,
Veradigm

Heath Morlok

Associate Dir.,
Oncology, Integrated
Customer Engagement,
Merck

Bigfoot, Mermaids and EHR: Myth vs Reality

Why is it important to dispel EHR Myths?

Share of physicians seeing reps in person*

~50-60%

Number of hours per day doctors are spending on their EHRs**

4-6 Hours

Learning Objective

- 6 Myths vs Reality EHR Topics to arm yourself for successful conversations with your **colleagues, media agency** and **Medical, Legal & Regulatory (MLR)**

EHR HCP Messaging Overview

EHR HCP Messaging: How it Works

1 Client Selects up to 6 Messages to integrate within the EHR Workflow

- Logon Screen
- Patient Consultation
- Diagnostics
- Diagnosis
- Treatment Decision
- ePrescribe

2 Types of Messages

Message Types:

Therapeutic Messaging
- *Guidelines, Clinical Study Results, Disease State, Lab Testing Recommendations, Formulation Updates, Dosing, Dosing Modifications. Clinical Trial Recruitment, Dispense as Written, Specialty Pharmacy, Hub Services*

Financial Messaging
- *Co-Pay*
- *Formulary Awareness*

3 Message Formats

728x90 Display Message Format

Text Content Message Format

4 Using Structured & Unstructured Data to Find your Patient Type in the EHR

Structured Data
- **ICD-10:** Diagnosis Codes
- **CPT:** Procedures/Tests Codes
- **NDC:** Product Codes
- **Demographics** (Age, Gender)
- **Geography** (by State)
- **Insurance** (Commercial, Government
- **Clinical Indicators** (Temperature, Blood Pressure, Pulse and Respiration)
- **Target by NPI &/or Specialty**

Unstructured Data
Physician Notes:
- Select Lab Results
- Time

5 EHR Business Rules Message Map

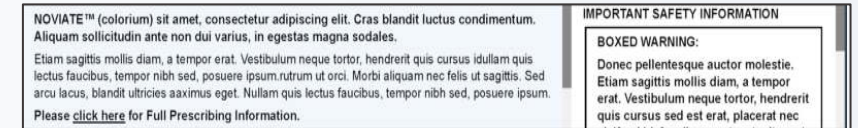| Workflow	Trigger	Message
1. Patient Consultation	ICD-10 for X AND History of LHRH agonist/antagonist (ADT therapy)	Efficacy Message
2. Diagnostics	ICD-10 for X AND Orchiectomy	Efficacy Message
3. Diagnostics	ICD-10 for X AND CPT for PSA level	Diagnostic Testing Message
4. Diagnosis	ICD-10 for X	Efficacy Message (Overall Survival)
5. Treatment Decision	ICD-10 code for X AND Competitor NDC	1-month free trial message
6. e-Prescribe	Brand® NDC	$0 Co-Pay Program Message

6 Integrate Messaging within the EHR

relevatehealth

Top 6 EHR Myths

Myth #1:
Physician Level Data…

Myth #1.1: Physician Level Data (PLD)…

Myth: PLD cannot be deterministic

Reality: PLD **CAN BE** deterministic

- **Probabilistic Data:**

Probabilistic data is **information that is based on relational patterns and the likelihood of a certain outcome**. A common example of probabilistic data at use is in weather forecasting, where a value is based off of past conditions and probability.

- **Deterministic Data:**

Deterministic data, also referred to as first party data, is **information that is known to be true; it is based on unique identifiers that match one user to one dataset**. Examples include email addresses, phone numbers, credit card numbers, usernames and customer ID

Myth #1.2: Physician Level Data…

Myth: PLD cannot be provided (due to privacy) on all HCPs that were served a message within the EHR

Reality: **ALL of the PLD (Deterministic)** for an EHR messaging campaign **can be provided to you**

NPI #	Message Shown At	Business Rule & Creative Delivered	Count	Message Size
123456 78910	2021-04-27 15:34:40	• Business Rule Message • Creative Delivered	1	728x90
123456 78910	2021-04-27 16:24:39	• Business Rule Message • Creative Delivered	1	728x90
123456 78910	2021-04-27 15:34:41	• Business Rule Message • Creative Delivered	1	728x90

relevatehealth

Myth #1.3: Physician Level Data…

Myth: PLD cannot be linked back to the Business Rule and the Creative delivered

Reality: **ALL of the PLD (Deterministic)** for an EHR messaging campaign **can be linked back** to the **Business Rule** and the **Creative delivered**

NPI #	Message Shown At	Business Rule & Creative Delivered	Count	Message Size
123456 78910	2021-04-27 15:34:40	• Business Rule Message • Creative Delivered	1	728x90
123456 78910	2021-04-27 16:24:39	• Business Rule Message • Creative Delivered	1	728x90
123456 78910	2021-04-27 15:34:41	• Business Rule Message • Creative Delivered	1	728x90

relevatehealth

Myth #1.4: Physician Level Data…

Myth: PLD can only be provided back to pharma in a limited capacity, providing probabilistic PLD only, on a quarterly plus basis

Reality: ALL of the PLD (Deterministic) for an EHR messaging campaign **can be provided** on **either a weekly or monthly basis**

NPI #	Message Shown At	Business Rule & Creative Delivered	Count	Message Size
123456 78910	2021-04-27 15:34:40	• Business Rule Message • Creative Delivered	1	728x90
123456 78910	2021-04-27 16:24:39	• Business Rule Message • Creative Delivered	1	728x90
123456 78910	2021-04-27 15:34:41	• Business Rule Message • Creative Delivered	1	728x90

relevatehealth

Myth #1.5: Physician Level Data…

Myth: PLD can only be provided back to a brand for HCPs who are on the Brand's target list

Reality: **ALL of the PLD (Deterministic)** can be provided **on all Target List HCPs** as well as **Non-Target List HCPs**

Target List	Specialty Relevant
• NPIs	• i.e. Oncologists

NPI #	Message Shown At	Business Rule & Creative Delivered	Count	Message Size
123456 78910	2021-04-27 15:34:40	• Business Rule Message • Creative Delivered	1	728x90
123456 78910	2021-04-27 16:24:39	• Business Rule Message • Creative Delivered	1	728x90
123456 78910	2021-04-27 15:34:41	• Business Rule Message • Creative Delivered	1	728x90

relevatehealth

The relevatehealth® definition of omnichannel

"A data-driven customer-centric, unified, brand experience across channels"

Data-driven profiles and understanding

Coordinated channels, messages, and cadence

CUSTOMER DATA
- HCP Profile
- Hospital Affiliation

PREFERENCE DATA
- Behaviors
- Routines

TRANSACTIONAL DATA
- Diagnosis codes
- Claims

ENGAGEMENT DATA
- Email open
- Web activity

AWARENESS   CONSIDERATION   TRIAL   ADOPTION

14
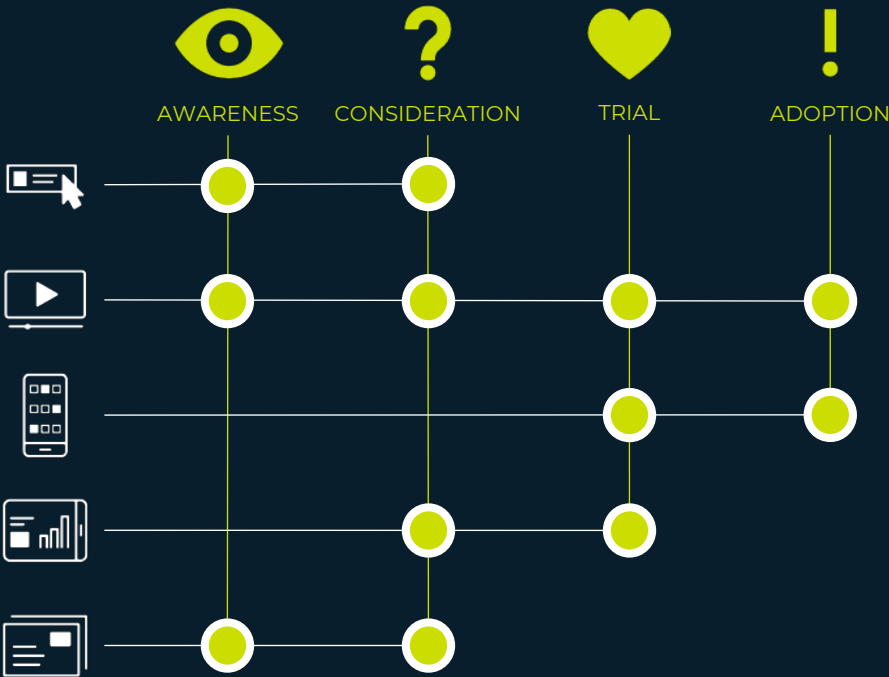
EHR HCP Messaging can be a Cornerstone of Omnichannel HCP Activation

Dr. Jones
- ✓ Prescribes competitor
- ✓ Works at an academic center
- ✓ Low / No see HCP

Data Insights on Dr. Jones
- ✓ Participates in Webinars
- ✓ Opens emails at 7am
- ✓ Researches patient information online
- ✓ Spends her day on her EHR
- ✓ Watches Thought Leader Videos on new data
- ✓ Attends Key Conferences

DAY 1

P2P: EHR Messaging

Data Output:
- Weekly PLD
- Business rules served are provided to the Rep and the Brand Team

DAY 14

NPP: Interactive Quiz

Data Output:
- Weekly PLD

- Based upon the type of patient seen within the EHR, an Email Quiz is sent to Dr. Jones

Physician Level Data → → ← **Pharma Client**
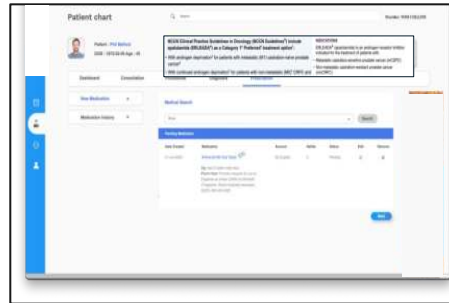
DAY 23

NPP: Video OnDemand

Data Output:
- Weekly PLD
- Based upon the answer provided by Dr. Jones, an OnDemand Video opportunity is provided to Dr. Jones
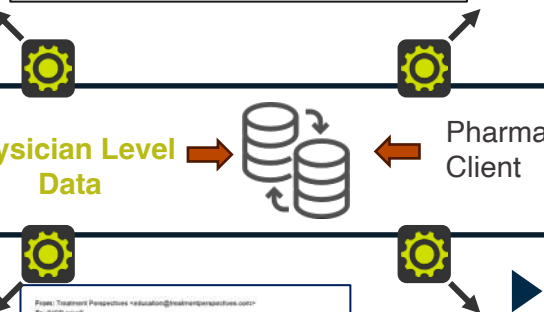
DAY 45

P2P: Webinar

Data Output:
- Based upon the prior Engagements, a Sales Rep sets up a Webinar with Dr. Jones

relevatehealth®

Myth #2:
Can only provide a % when crossmatching a Target List

Myth #2: Can only provide a % when crossmatching a Target List

Reality: A **flagged file target list can be provided** to you so that you can understand which of your target customers you can / cannot reach via the EHR

	A	B
1	**NPI** ▼	**Flagged**
2	1588641716	0
3	1497732606	1
4	1992780811	1
5	1851378061	1
6	1457365389	1
7	1932184843	1
8	1750404984	1
9	1023092582	0
10	1821004177	1
11	1386746972	1
12	1245331800	1
13	1811950264	1
14	1467488254	1
15	1952363137	1
16	1205878923	1
17	1700015427	1
18	1982698239	1
19	1083656714	0
20	1972565901	1
21	1063618023	1
22	1891029872	1

Myth #3:
Display Messaging is the only message type available in the EHR

Myth #3: Display Messaging is the only message type available in the EHR

Reality: Physicians can also be messaged via a **Text Content Message** within the EHR

Myth #4:
My MLR Team will never allow EHR HCP Messaging within the EHR

EHR HCP Messaging: How it Works

1. Client Selects up to 6 Messages to integrate within the EHR Workflow

- **Logon Screen**
- **Patient Consultation**
- **Diagnostics**
- **Diagnosis**
- **Treatment Decision**
- **ePrescribe**

2. Types of Messages

Message Types:

Therapeutic Messaging
- *Guidelines, Clinical Study Results, Disease State, Lab Testing Recommendations, Formulation Updates, Dosing, Dosing Modifications. Clinical Trial Recruitment, Dispense as Written, Specialty Pharmacy, Hub Services*

Financial Messaging
- *Co-Pay*
- *Formulary Awareness*

3. Message Formats

728x90 Display Message Format

Text Content Message Format

4. Using Structured & Unstructured Data to Find your Patient Type in the EHR

Structured Data
- **ICD-10:** Diagnosis Codes
- **CPT:** Procedures/Tests Codes
- **NDC:** Product Codes
- **Demographics** (Age, Gender)
- **Geography** (by State)
- **Insurance** (Commercial, Government
- **Clinical Indicators** (Temperature, Blood Pressure, Pulse and Respiration)
- **Target by NPI &/or Specialty**

Unstructured Data
Physician Notes:
- Select Lab Results
- Time

5. EHR Business Rules Message Map

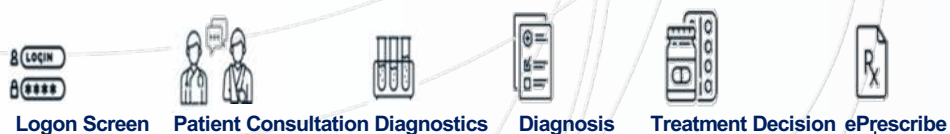| Workflow	Trigger	Message
1. Patient Consultation	ICD-10 for X AND History of LHRH agonist/antagonist (ADT therapy)	Efficacy Message
2. Diagnostics	ICD-10 for X AND Orchiectomy	Efficacy Message
3. Diagnostics	ICD-10 for X AND CPT for PSA level	Diagnostic Testing Message
4. Diagnosis	ICD-10 for X	Efficacy Message (Overall Survival)
5. Treatment Decision	ICD-10 code for X AND Competitor NDC	1-month free trial message
6. e-Prescribe	Brand® NDC	$0 Co-Pay Program Message

6. Integrate Messaging within the EHR

relevatehealth

Myth #5:
My MLR Team will never allow for Copay HCP Messaging within the EHR

Myth #5: My MLR Team will never allow for Copay Messaging within the EHR

Reality: Copay Messaging/Coupons are only served up to specialty relevant/target list HCPs when an HCP eRX's your product

Logon Screen   Patient Consultation Diagnostics   Diagnosis   Treatment Decision   ePrescribe

EHR/Telehealth Workflow

Myth #6:
You can't sequence a series of messages to HCPs based upon the Business Rules they engage within the EHR

Myth #6: You can't sequence a series of messages to HCPs based upon the Business Rules they engage within the EHR
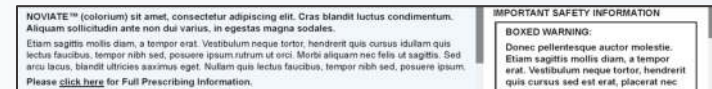
Reality: Sequential EHR messaging campaigns are possible each time the Business Rules are met
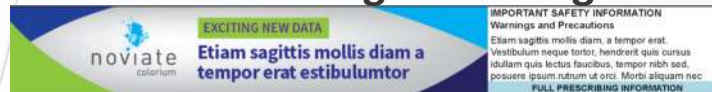
Business Rule
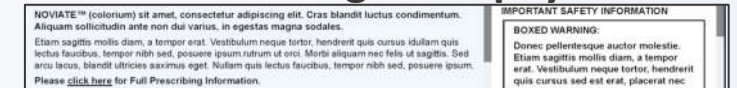Target Customer NPI
+
ICD10 Code

Message 1-Guidelines

Message 2-Efficacy/Safety

Message 3-Dosing

Message 4-Copay

Q&A

George C.D. Griffith
George.Griffith@relevatehealth.com
201-245-1090