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Bigfoot, Mermaids and EHR Myth vs Reality

MEET TODAY'S EXPERTS



George C.D. Griffith

Executive VP,
Omnichannel
Strategy,
Relevate Health



Damon Basch

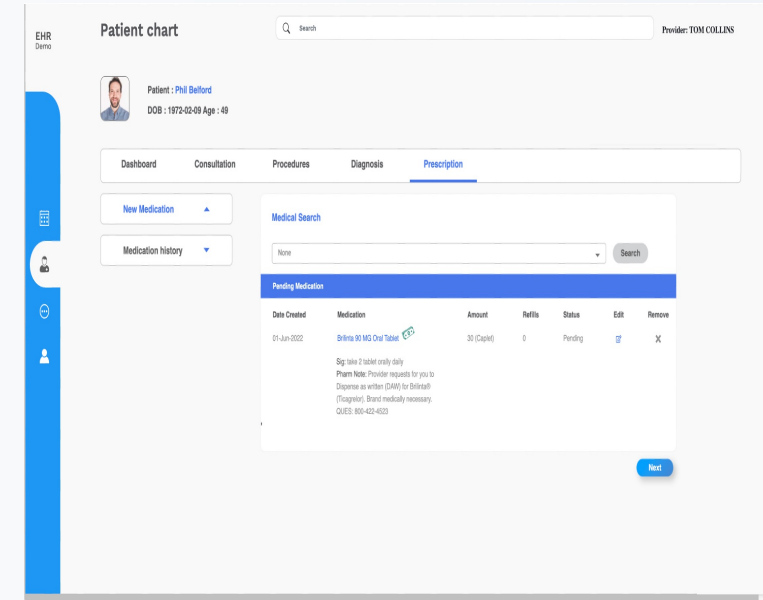
VP, Strategic
Partnerships,
Veradigm



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%

Increased from 24% to 39%

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)**



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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

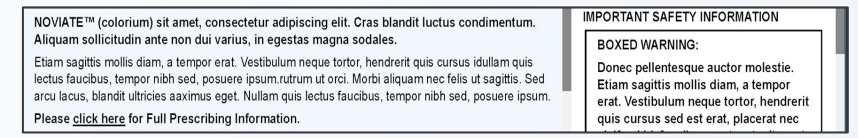
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Message Formats

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

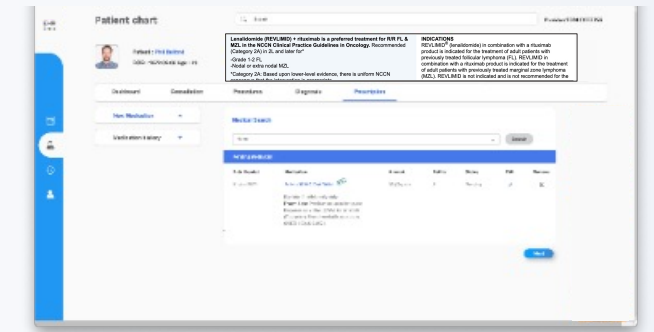
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EHR Business Rules Message Map

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





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Top 6 EHR Myths



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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	<ul style="list-style-type: none">• Business Rule Message• Creative Delivered	1	728x90
123456 78910	2021-04-27 16:24:39	<ul style="list-style-type: none">• Business Rule Message• Creative Delivered	1	728x90
123456 78910	2021-04-27 15:34:41	<ul style="list-style-type: none">• Business Rule Message• Creative Delivered	1	728x90

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	<ul style="list-style-type: none">• Business Rule Message• Creative Delivered	1	728x90
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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	<ul style="list-style-type: none">Business Rule MessageCreative Delivered	1	728x90
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123456 78910	2021-04-27 15:34:41	<ul style="list-style-type: none">Business Rule MessageCreative Delivered	1	728x90

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

- NPIs

Specialty Relevant

- i.e. Oncologists

NPI #	Message Shown At	Business Rule & Creative Delivered	Count	Message Size
123456 78910	2021-04-27 15:34:40	<ul style="list-style-type: none">• Business Rule Message• Creative Delivered	1	728x90
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The **relevate**health[®] 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

TRANSACTIONAL DATA

- Diagnosis codes
- Claims



PREFERENCE DATA

- Behaviors
- Routines

ENGAGEMENT DATA

- Email open
- Web activity



AWARENESS



CONSIDERATION



TRIAL



ADOPTION



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

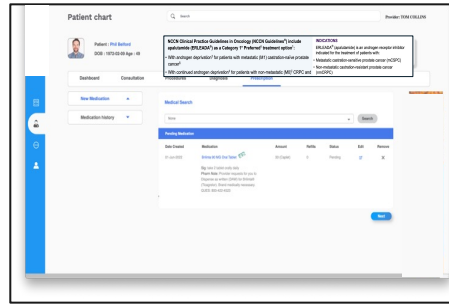
- ✓ Participates in Webinars
- ✓ Opens emails at 7am
- ✓ Researches patient information online
- ✓ Spends her day on her EHR
- ✓ Watches Thought Leader Videos on new data
- ✓ Attends Key Conferences

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**

From: Treatment Perspectives <education@treatmentperspectives.com>
To: JYNAQUE (email)
Subject Line 1: See how advanced PET/CT imaging may impact clinical decision-making for patients with recurrent PCA
Subject Line 2: Review emerging data that demonstrated event-free survival rates in recurrent PCA using advanced PET/CT imaging
Subject Line 3: Discover the difference between advanced PET/CT imaging agents vs conventional imaging for making critical radiotherapy decisions in recurrent PCA
Alternate Subject Line 1: See the impact of advanced PET/CT imaging on radiotherapy decisions for recurrent PCA
Alternate Subject Line 2: Review the utility of advanced PET/CT imaging in clinical decision-making for recurrent PCA
Pre-header: Submit your answer to a question
Alternate Pre-header: Test your knowledge by answering this question

Information from industry. Developed under the direction and sponsorship of BMS (a subsidiary of Bristol-Myers Squibb).

Accurate imaging techniques are critical for clinical decision-making

What Do You Think?

In the EMPIRE-1 trial, a single-center, open-label, phase 2/3, randomized study comparing 3-year event-free survival in patients receiving radiotherapy based on conventional imaging* vs conventional imaging plus an Ascan® (fluciclovine F 18) scan published in *The Lancet* (2021), how many radiotherapy decisions changed following imaging with Ascan® for patients with adenocarcinoma of the prostate following prostatectomy, detectable PSA, and no systemic metastases on conventional imaging?

a. 21.5%

b. 35.4%

c. 43.5%

d. 52.9%

*Conventional imaging included a bone scan and either a CT or an MRI of the abdomen and pelvis.

INDICATION
 Ascan® (fluciclovine F 18) injection is indicated for positron emission tomography (PET) imaging in men with suspected prostate cancer recurrence based on elevated blood prostate specific antigen (PSA) levels.

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





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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



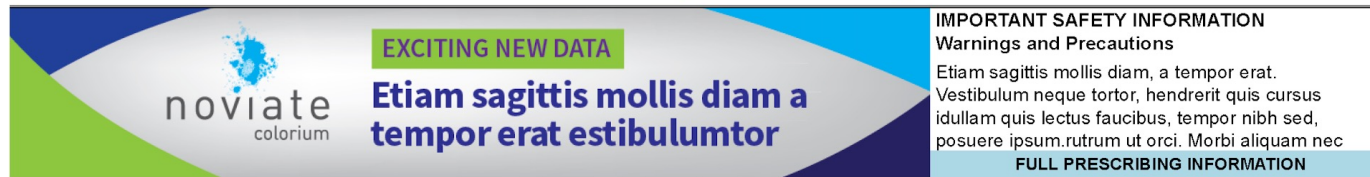
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Myth #3:

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

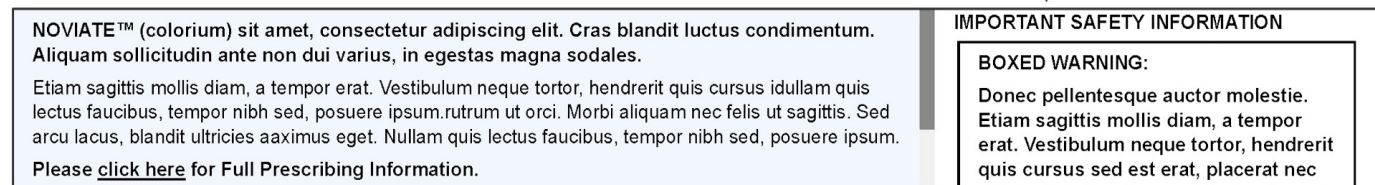


Display Banner Message

- 728x90
- 1 link to the PI
- Unlimited ISI Characters (If branded)

Text Content Message Box

- Indication & ISI
- Unlimited Scroll Drawer
- References, Footnotes & End Matter come at the end of the ISI Scroll



Text Content Message

- Recommended 500-character message (scrolling drawer allows for more if necessary)
- 1 link to the PI
- Unlimited ISI Characters (If branded)



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Myth #4:

My MLR Team will never allow EHR HCP Messaging
within the EHR

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Financial Messaging

- Co-Pay
- Formulary Awareness

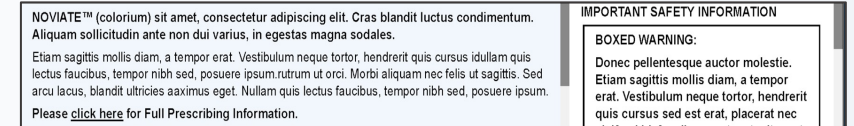
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Message Formats

728x90 Display Message Format



Text Content Message Format



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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

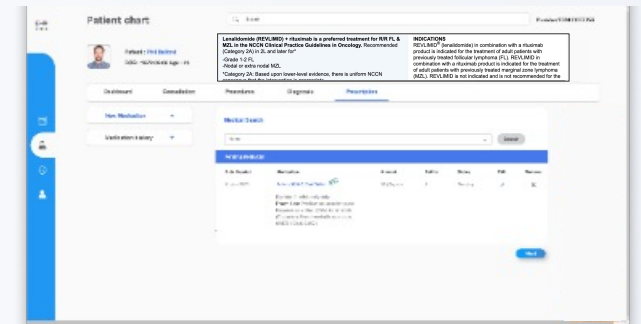
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EHR Business Rules Message Map

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6. e-Prescribe	Brand® NDC	\$0 Co-Pay Program Message

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Integrate Messaging within the EHR





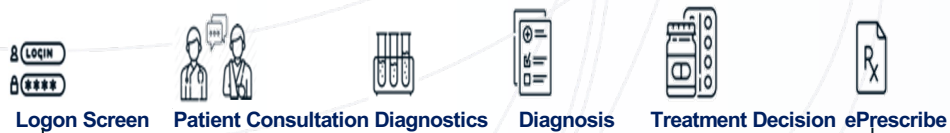
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Myth #5:

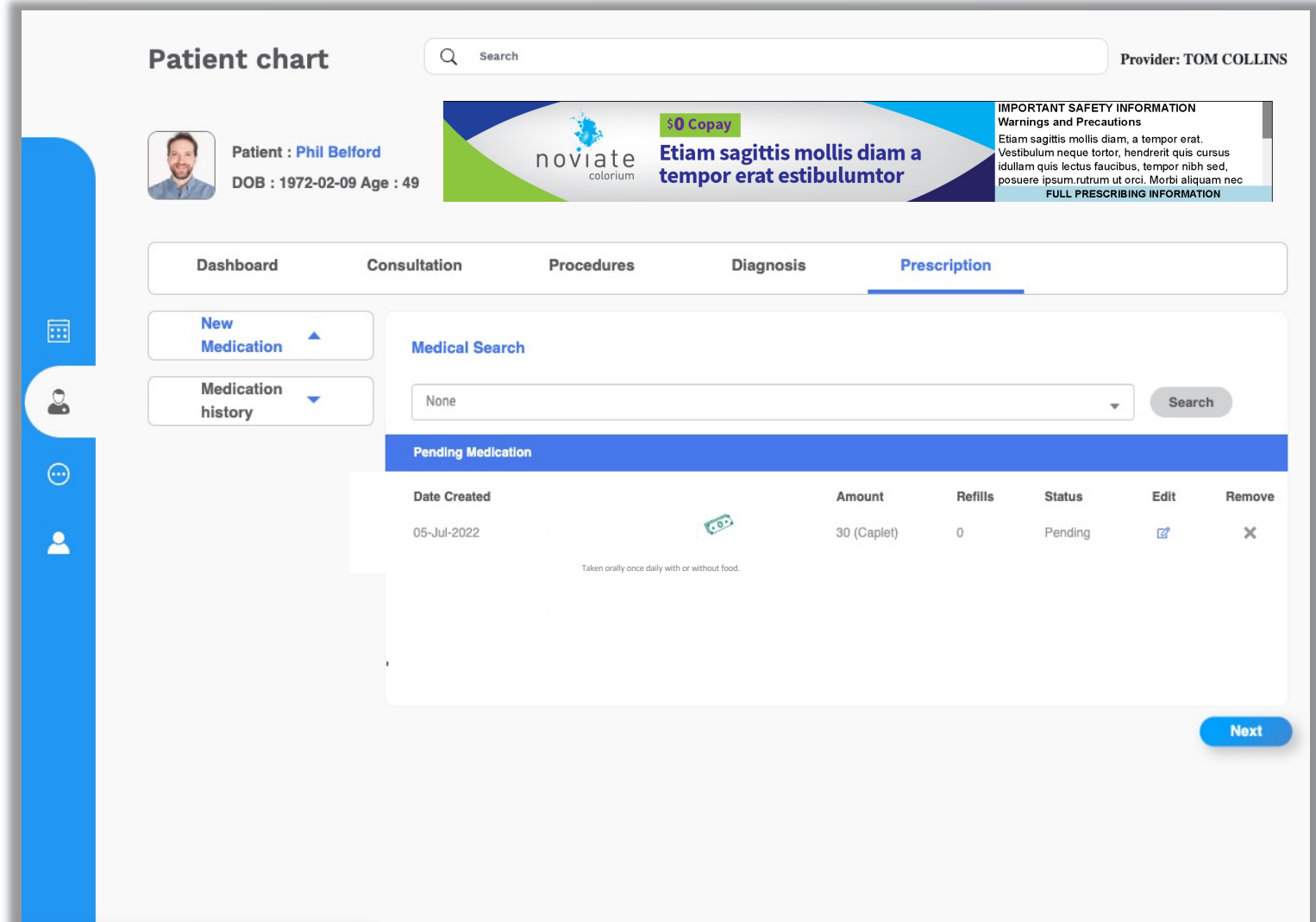
My MLR Team will never allow for Copay HCP
Messaging within the EHR

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



EHR/Telehealth Workflow





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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



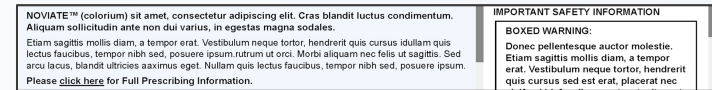
noviate colorium

EXCITING NEW DATA

Etiam sagittis mollis diam a tempor erat estibulumtor

IMPORTANT SAFETY INFORMATION
Warnings and Precautions
Etiam sagittis mollis diam, a tempor erat. Vestibulum neque tortor, hendrerit quis cursus idullam quis lectus faucibus, tempor nibh sed, posuere ipsum rutrum ut orci. Morbi aliquam nec FULL PRESCRIBING INFORMATION

Message 2-Efficacy/Safety



NOVIATE™ (colorium) sit amet, consectetur adipiscing elit. Cras blandit luctus condimentum. Aliquam sollicitudin ante non dui varius, in egestas magna sodales.

IMPORTANT SAFETY INFORMATION
Warnings and Precautions
Etiam sagittis mollis diam, a tempor erat. Vestibulum neque tortor, hendrerit quis cursus idullam quis lectus faucibus, tempor nibh sed, posuere ipsum rutrum ut orci. Morbi aliquam nec felis ut sagittis. Sed arcu lacus, blandit ultrices aavimus eget. Nullam quis lectus faucibus, tempor nibh sed, posuere ipsum. Please [click here](#) for Full Prescribing Information.

BOXED WARNING:
Donec pellentesque auctor molestie. Etiam sagittis mollis diam, a tempor erat. Vestibulum neque tortor, hendrerit quis cursus sed est erat, placerat nec

Message 3-Dosing



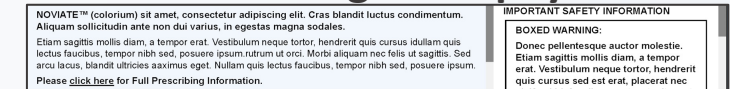
noviate colorium

EXCITING NEW DATA

Etiam sagittis mollis diam a tempor erat estibulumtor

IMPORTANT SAFETY INFORMATION
Warnings and Precautions
Etiam sagittis mollis diam, a tempor erat. Vestibulum neque tortor, hendrerit quis cursus idullam quis lectus faucibus, tempor nibh sed, posuere ipsum rutrum ut orci. Morbi aliquam nec FULL PRESCRIBING INFORMATION

Message 4-Copay



NOVIATE™ (colorium) sit amet, consectetur adipiscing elit. Cras blandit luctus condimentum. Aliquam sollicitudin ante non dui varius, in egestas magna sodales.

IMPORTANT SAFETY INFORMATION
Warnings and Precautions
Etiam sagittis mollis diam, a tempor erat. Vestibulum neque tortor, hendrerit quis cursus idullam quis lectus faucibus, tempor nibh sed, posuere ipsum rutrum ut orci. Morbi aliquam nec felis ut sagittis. Sed arcu lacus, blandit ultrices aavimus eget. Nullam quis lectus faucibus, tempor nibh sed, posuere ipsum. Please [click here](#) for Full Prescribing Information.

BOXED WARNING:
Donec pellentesque auctor molestie. Etiam sagittis mollis diam, a tempor erat. Vestibulum neque tortor, hendrerit quis cursus sed est erat, placerat nec



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Q&A



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OMNI KNOW-HOW

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