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

Brian Bamberger
Life Sciences Practice Leader
Technology is transforming healthcare

Health technology will continue to diffuse

Practical applications increase

Costs decrease

Source: Goldman Sachs Global Investment Research
EHRs are a real world example
HCPs have fully adopted basic EHR functions… and they are satisfied

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

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

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

<table>
<thead>
<tr>
<th>Steps in the Buying Process</th>
<th>Selected EHR and Health IT Function</th>
</tr>
</thead>
</table>
| 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
Clinical Decision Support (CDS), alerts and reminders assist in the evaluation/diagnosis of patients.
Clinical Guidelines and Order Sets enable evidence based treatment pathways

ORDER SET

HEART FAILURE

FOR PHYSICIAN USE ONLY

Heart failure
Please select a risk category
- RISK CATEGORY: NO RISK LOW RISK SURGERY
  - Routine, ONGOING, Starting 3/01/14, Age less than 40, No additional risk factors
- RISK CATEGORY: AT RISK MEDICAL
  - Routine, ONGOING, Older patients (age greater than 40) or those with restricted mobility

PACU
PACU
- Vital Signs per Protocol
  - STAT, ONGOING, Starting today at 10:45 until specified
- Neurovascular Checks with Vital Signs
  - STAT, ONGOING, Starting today at 10:45 until specified
- Complete Blood Count (CBC)
  - STAT, ONGE, Starting 3/01/14

GENERAL POST OP ORDERS
ADMIT
- Admit to Inpatient
- Refer for Observation
- Outpatient in a Bed
Brand Choice - EHR functions for ePrescribing

Favorites, Pick Lists and Formulary Indicators drive brand choice
Fulfillment - EHR functions for prior authorization

Majority of prescriptions are electronic... ePA is removing barriers
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.)
Three Approaches

Sales Teams
- Customer Pull-Through
- EHR Knowledge

"Aggregators"
- Communication and Promotion
- Services and Solutions

Partnerships
- Health Systems and Payors
- Health IT Vendors

<table>
<thead>
<tr>
<th>Considerations</th>
<th>Education and Training</th>
<th>Scale</th>
<th>Scalability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Targeting</td>
<td>Access</td>
<td>Targeting</td>
<td>Regulatory</td>
</tr>
<tr>
<td>Access</td>
<td></td>
<td>Product Life Cycle</td>
<td>Partnership Constraints</td>
</tr>
</tbody>
</table>
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®

- Compendia Reporting and Validation
- EHR Access and Display
- EHR Pull-Through
- Pharmacy Systems Display
- PBM and Managed Care

Market Access

- Accurate Launch Forecasts
  - Sales Force Education
  - Customer Resources
  - Credible Call-to-Actions
    - EHR Brand Awareness
    - Messaging

Marketing & Sales Activities

- EHR and ePrescribing

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

Customer & Field Support

- Adoption & Pull-Through Advisory Svcs

- ePrescribing Formulary Display
- eCoupon and eCo-Pay Cards and Vouchers
- ePrior Authorization
- EHR Clinical Decision Support