HEALTH TECHNOLOGY EVOLUTION OFFERS SCALABLE ENGAGEMENT OPPORTUNITIES THROUGHOUT THE CARE JOURNEY

Electronic Health Records (EHRs) are evolving into integrated platforms and healthcare practitioners (HCPs) and healthcare consumers increasingly use technology throughout the care journey. It’s critical to meet providers and patients at the right time in the care journey to convey the value of your treatments and provide the support services they need to succeed.

KEY CONCEPTS:

• Health Technology is maturing and evolving
• HCPs and healthcare consumers increasingly use technology throughout the care journey
• Meeting providers, patients and caregivers where they are, at the right moments in the care journey, is the key to a successful digital health program

EHRs BECOME HEALTH TECHNOLOGY PLATFORMS

EHRs manage critical moments in the care journey and their reach is expanding. The growth of health technology applications such as disease specific workflows, population health analytics and patient-centered apps is requiring EHRs to transform from “silod” provider-facing applications into health technology platforms.

Key enablers of the EHR health technology platform are the movement of EHRs to a cloud-based environment and the rapid adoption of Application Programming Interfaces (APIs). Cloud-based health technology applications are increasingly integrated into the EHR through APIs. This cloud-based EHR technology platform enables HCPs to implement health applications designed to solve specific problems with vastly improved user experiences.

HCPs AND PATIENTS INCREASINGLY USE TECHNOLOGY THROUGHOUT THE CARE JOURNEY

The flexibility of the cloud-based EHR technology platform allows HCPs to transform every aspect of the clinical workflow from the analog to the digital world. And HCPs are developing the new skills and capabilities required to leverage health technology to better meet patient needs and improve the quality of care.

Patient-centered health technology applications are fast moving into mainstream adoption. Wearable digital devices, health and wellness apps, and Personal Health Records are engaging patients and caregivers throughout the care journey.

This new patient-centered health technology environment is being driven by large technology companies such as Apple, Google and Amazon. These organizations have been steadily and thoughtfully building the infrastructure needed to provide digital tools that engage and empower patients.
For example, Apple has been steadily developing technology and forging relationships to integrate the Apple HealthKit into the EHR technology platform. In 2018, Apple launched its Personal Health Record feature of the HealthKit. The feature aggregates existing patient-generated data in the HealthKit app with data from a user’s electronic medical record. Apple reports over 400 healthcare organizations now allow their patients to integrate their Apple HealthKit with their electronic medical record. This is explosive growth considering it has only been since March 2018 that Apple launched its Personal Health Record.

The major EHR vendors are also adapting their technology to enable patient-centered health technology to integrate into their platforms. Epic, Cerner and Allscripts have all announced the new versions of their EHRs have the capability to integrate with the Apple HealthKit out of the box.

This newly integrated patient-centered health technology has the potential to finally deliver the promise of higher quality and lower costs through leveraging technology. Remote Patient Monitoring, predictive analytics, wellness and prevention apps, and telemedicine are seeing explosive growth as EHR technology evolves and matures.

DIGITAL HEALTH IMPACTS EVERY STEP IN THE CARE JOURNEY

The rapid adoption of EHRs and ePrescribing resulting from healthcare reform in the 2000s caught most pharmaceutical companies off guard. Almost overnight the EHR touched every aspect of HCP prescribing decisions, and the EHR’s influence rapidly spread throughout the entire care journey.

Pharmaceutical companies now needed to understand how the EHR workflow has impacted the prescribing process and adapt their marketing and commercial strategies to this new reality.

The leaders quickly learned this new EHR controlled environment required new competencies and tactics. They also learned it presented new opportunities to meet provider and patient needs at the point-of-care where clinical decisions are made.

HCPs are some of the busiest and most time and resource constrained people on the planet. They have their hands full with complex patient and administrative loads.

It was becoming increasingly difficult for pharmaceutical companies to drive awareness and understanding of their treatments and support programs and the EHR was becoming a central force in controlling clinical decisions along the care journey. This was a new change to the prescribing decision process and had significant long-term implications.

This new EHR controlled environment made matters complex, challenging and highly restrictive for HCPs to navigate. The increased demands of the EHR have severely restricted how HCPs use other information sources such as pharmaceutical websites and online medical journals.

Pharmaceutical companies and the industry’s marketing agencies and vendors needed to develop new communications channels and programs integrated into the EHR workflow.

These new EHR communication programs required a deep understanding of the care journey and the EHR workflow. To increase awareness and understanding of treatments and support services in the EHR workflow, the programs needed to be clear, concise and compliant with an efficient, user-friendly experience.

The leaders in the pharmaceutical industry added new communications and support programs integrated into the EHR workflow to their marketing mix. Provider communications, patient financial support and patient engagement programs delivered in the EHR workflow proved to meet HCP and patient needs while achieving superior business results.
A NEW HEALTH TECHNOLOGY INFLECTION POINT

Just like the rapid adoption of EHRs, the evolution of the EHR into a technology platform, the increasing adoption of health technology by HCPs, and the explosion of patient-centered health technology will have a profound effect on the pharmaceutical industry.

Health technology will have an even greater influence on prescribing decisions and patient behaviors; the limited time of HCPs will become even more scarce; and health technology vendors will provide new information and services throughout the care journey.

As health technology further controls every step in the care journey, new opportunities to engage providers and patients are emerging. Leaders in the pharmaceutical industry will develop new capabilities, add new programs to their marketing mix, and leverage new technology platforms to better meet their customers’ needs and improve the lives of patients.

FOUR STEPS TO LEADING DIGITAL HEALTH PROGRAMS

There are 4 actions leading pharmaceutical companies are taking to develop digital health programs in this new environment.

1. Map the Care Journey
2. Determine the Health Technology Clinical Workflow
3. Find the Right Digital Health Technology Partner(s)
4. Measure Key Metrics to Determine Success

MAP THE CARE JOURNEY

The foundation of leading digital health programs starts with mapping the care journey. This exercise helps determine the moments when critical decisions and actions are taken in the diagnosis and treatment of patients with a particular condition. This first critical step also helps understand HCP and patient beliefs, attitudes and needs. Like all successful marketing and commercial programs, the foundation of a leading digital health program starts with a solid understanding of the care journey – in hospitals, at home, during a routine visit – anywhere connected care is important.
DETERMINE THE HEALTH TECHNOLOGY CLINICAL WORKFLOW

Understanding how EHR capabilities and health technology are used throughout the care journey is critical to developing a leading digital health program. During this step, you need to match your priority HCPs to their EHR platform and understand what health technology they use to diagnose and treat patients for a specific condition. This step is becoming even more critical as health technology diffuses across the entire care continuum and patient journey. There are “moments of truth” when clinical actions impacting prescribing and treatment can be informed by health technology. Determining the health technology clinical workflow is key to identifying these “moments of truth” most critical to your treatment.

FIND THE RIGHT DIGITAL HEALTH TECHNOLOGY PARTNER(S)

Now that you have the foundational knowledge of the care journey and the health technology clinical workflow, it’s critical to find the right digital health technology partner. There are three important factors to consider when choosing a technology partner for a leading digital health program:

1. A digital health technology platform with broad reach to your target HCPs and patients
2. Capability to engage HCPs and patients at multiple points in the care journey
3. Extensive digital health program design and measurement experience

Providers and patients do not want to adopt new technology or go outside their health technology clinical workflow for treatment information and support programs. Leading digital health programs integrate directly into the health technology workflow. HCPs prefer information and support services within their EHR at the point-of-care – in one system without logging into multiple platforms. And patients want information and support services with a simple user experience directly on their smartphone – personalized and responsive to their unique situation.

Digital Health Technology Platform

To meet HCP and patient preferences, you need a technology platform such as OptimizeRx with a large network of EHR and health technology partners. OptimizeRx has a network of over 430 health technology partners – reaching both the ambulatory and hospital care settings. OptimizeRx reaches nearly 30,000 unique healthcare professionals in over 30 specialties. Our patient engagement technology fits seamlessly into the care journey providing easy on-boarding to patient support programs directly on their smartphone.

OptimizeRx Digital Health Platform

Multiple Touchpoints In The Care Journey

There are many steps required to improve health outcomes and extend the lives of patients. Often there are multiple barriers to diagnosing and treating patients along the care journey.

HCPs need awareness of new relevant clinical information, clear and concise clinical instructions, and support and financial assistance programs for their patients to give them confidence in their treatment choice.

Patients need disease, lifestyle and medication instructions to initiate a new treatment. And they need services and emotional support to stay on therapy and succeed.
Your digital health technology partner needs comprehensive point-of-care provider communications delivery capabilities and omni-channel patient communication technologies to empower and nurture patients along their journey.

**OPIMIZERX PLATFORM FEATURES**

**Optimize Provider Communications**
- Extensive provider reach
- Workflow-embedded messaging
- Real-world data audience segmentation and message triggering
- Patient assistance program enrollment and on-boarding

**Optimize Patient Engagement**
- AI-powered content delivery
- Scalable brand- or disease-specific program customization
- Tailored interface for both patient and program managers
- Robust library of technology integrations

**Optimize Health Technology**
- Brand audits and tracking
- EHR profiling, targeting and entry
- Network helpdesk for field sales

**OPTIMIZE PROVIDER COMMUNICATIONS – CASE STUDY**

**THE CHALLENGE**
A leading pharmaceutical company with a novel oncology treatment had minimal access to a key group of priority Healthcare Providers. They needed to communicate new and relevant clinical information to support a new indication.

Oncoologists are increasingly using the EHR and other health technologies to diagnose and treat oncology patients. Brand X needed to find ways to engage with oncologists at the point-of-care when diagnosis and treatment decisions are made to raise awareness of the new relevant clinical information so appropriate patients will benefit.

**ACTION PLAN**
Brand X had previously mapped the care journey and had a good understanding of HCP behaviors and appropriate patient profiles. They now needed to understand the health technology clinical workflow to determine intersection points and identify technology partners to communicate the new relevant clinical information.

**STEPS**
- Match priority oncologists to EHR platforms
- Identify technology vendor(s) with significant reach to priority oncologists and ability to identify specific patient profiles
- Develop clear, concise and compliant communications to deliver the new relevant clinical information within the EHR workflow

**SOLUTION**
- Technology partner reached over 30,000 HCPs including priority oncologists
- Extensive targeting criteria including ICD 10 codes identified appropriate patients
- New clinical studies and guideline updates were presented at the point-of-care when the information was most impactful to HCPs and patients

**RESULTS**
Data for over 8,000 HCPs was analyzed over a period of 3 months.
- Each HCP, on average, saw the new relevant clinical information 4 times
- Strong Engagement: Click-Through-Rate (CTR) of 10%+ (vs. under 2% average across industries)
- HCPs exposed to the new relevant clinical information identified 3 times more appropriate patients for treatment (3:1 TRx per HCP compared to the control group)
**Extensive Digital Health Experience**

There are aspects of a digital health program integrated into the EHR and health IT workflow that require specialized capabilities and experience.

The communications and support programs need to be delivered at the right moment without distracting from the clinical encounter. The communication messages need to be crafted specifically for the EHR workflow, so the HCP receives the message in a clear, concise and compliant fashion.

Financial assistance and patient support programs need to fit seamlessly into the ePrescribing workflow. Coupons and co-pay cards need to be delivered automatically to the pharmacy and also available for print-on-demand directly from the EHR in the physician’s office. Enrollment in patient support programs and specialty hub services needs to be automated to minimize HCP effort and make patient on-boarding easy and frictionless.

There are numerous regulatory requirements that must be followed when executing digital health programs.

All communications must be compliant with FDA promotional requirements; message targeting and any use of patient data must be Health Insurance Portability and Accountability Act (HIPAA) compliant; patient engagement technologies need to be HITRUST certified to ensure health information is safe and secure; and finally all patient engagement programs must follow HIPAA and the Telephone Consumer Protection Act (TCPA) requirements.

You need a digital health technology partner with extensive experience.

OptimizeRx, founded in 2006, is the pioneer in digital health programs integrated into the EHR workflow. We have the most extensive connected Health Information Technology (HIT) communications network in the industry. We partner with every leading pharmaceutical company and have executed digital health provider communication and patient engagement programs in almost every therapeutic category. Our technology and expertise make implementing a leading digital health program easy and successful.

**MEASURE KEY METRICS TO DETERMINE SUCCESS**

It’s imperative to design your digital health program in a way that ensures you can measure key metrics to determine if your program meets HCP and patient needs and your business objectives. It’s important to determine key metrics to success at the start. Here are several example metrics that leading digital health programs use to measure success:

- **Patient Reports** – Surveys on specific disease, treatment outcomes and adherence to report patient success measures
- **Patient Experience** – Metric on program satisfaction and user experience
- **Prescription Lift** – New and total Rx over a control group
- **Financial Metrics** – Financial return over costs
- **Impressions** – Number of times the target HCPs and patients view the communications and engage solutions
- **Click-Through-Rate (CTR)** – The rate at which HCPs or patients click on a communication to get more information or engage
OPTIMIZE PATIENT ENGAGEMENT – CASE STUDY

THE CHALLENGE
A new medication for a chronic condition required a special starting dose for the first several weeks of treatment before the patient was transitioned to the appropriate long-term maintenance dose. This required a “starter kit” for patients to initiate treatment. The pharmaceutical company needed a way to educate patients and provide the support they needed to successfully initiate treatment and adhere to long-term therapy.

ACTION PLAN
The pharmaceutical company developed a patient support program to help patients initiate the starting dose and make the transition to long-term maintenance dose. The support program was designed to support patients, capture patient data and provide reports back to HCPs. The pharmaceutical company needed a digital health technology partner with the capabilities and expertise to on-board patients into the support program and engage them during the critical treatment initiation. They partnered with OptimizeRx.

SOLUTION
A comprehensive patient support program was developed in partnership with OptimizeRx which:
- Provided a co-pay card with an automated activation mechanism
- Educated patients about the new treatment
- Captured patient self-reported information via surveys and trackers
- Provided adherence support
- Helped patients with emotional support, nutritional tips and more

A Call-To-Action (CTA) communication was included in the starter kit for patients to text a KEYWORD short code to enroll in the support program. The patient was then easily on-boarded into the program with the required HiPAA and TCPA consents.

RESULTS
- Patients concerned about managing the starting dose dropped by 2/3rds
- Patients concerned about side effects dropped by half
- Over the 4 months of the program, over 90% of patients (self-reported) adhered to therapy
- HCPs whose patients used the support program prescribed significantly more medication

SUMMARY
We are facing another health technology inflection point similar to the adoption of EHRs almost a decade ago that will have a profound effect on pharmaceutical companies. EHRs are transforming into cloud-based health technology platforms; HCPs are increasingly employing health technology across the care journey to solve specific clinical problems; and patient-centered applications are moving into mainstream adoption.

This new environment means that health technology will further control the care journey and have an even greater influence on prescribing decisions and patient behaviors. Leaders in the pharmaceutical industry will need to deploy new digital health capabilities to take advantage of the opportunities presented in this new environment.

OptimizeRx has the nation’s largest network of EHR and health technology partners. The OptimizeRx technology platform offers comprehensive point-of-care communications that simplify the process of generating awareness and increasing adoption and adherence to pharmaceutical treatments.

The OptimizeRx provider communications and patient engagement technologies give pharmaceutical companies presence throughout the care journey so they can convey the value of their treatments and provide support directly to providers and patients at just the right time.
LET’S CONNECT

OPTIMIZERX PLATFORM FEATURES

Optimize Health Technology
The expertise and support you need to deploy optimum EHR penetration and drive market access and awareness of products
- Brand audits and tracking
- EHR profiling, targeting and entry
- Network Helpdesk for field sales

Optimize Provider Communications
Comprehensive point-of-care communications delivery that simplifies the process of generating awareness and increasing adoption of and adherence to your treatment
- Extensive provider reach
- Workflow-embedded messaging
- Real-world data audience segmentation and message triggering
- Patient assistance program enrollment and on-boarding

Optimize Patient Engagement
Omni-channel patient communication pathways empowering the implementation of tailored engagement programs throughout the care journey
- AI-powered content delivery
- Scalable brand- or disease-specific program customization
- Tailored interface for both patients and program managers
- Robust technology integrations

INCREASE MINDSHARE AND MARKETSHARE
OVERCOME BARRIERS
OPEN A DIRECT COMMUNICATION CHANNEL WITH PROVIDERS AND PATIENTS
CLEARLY TRACK RESULTS

FOR MORE INFORMATION, PLEASE CONTACT:

OptimizeRx Corporation
OPRXConnects@OptimizeRx.com
1 248 651 6568

www.optimizerx.com

OptimizeRx