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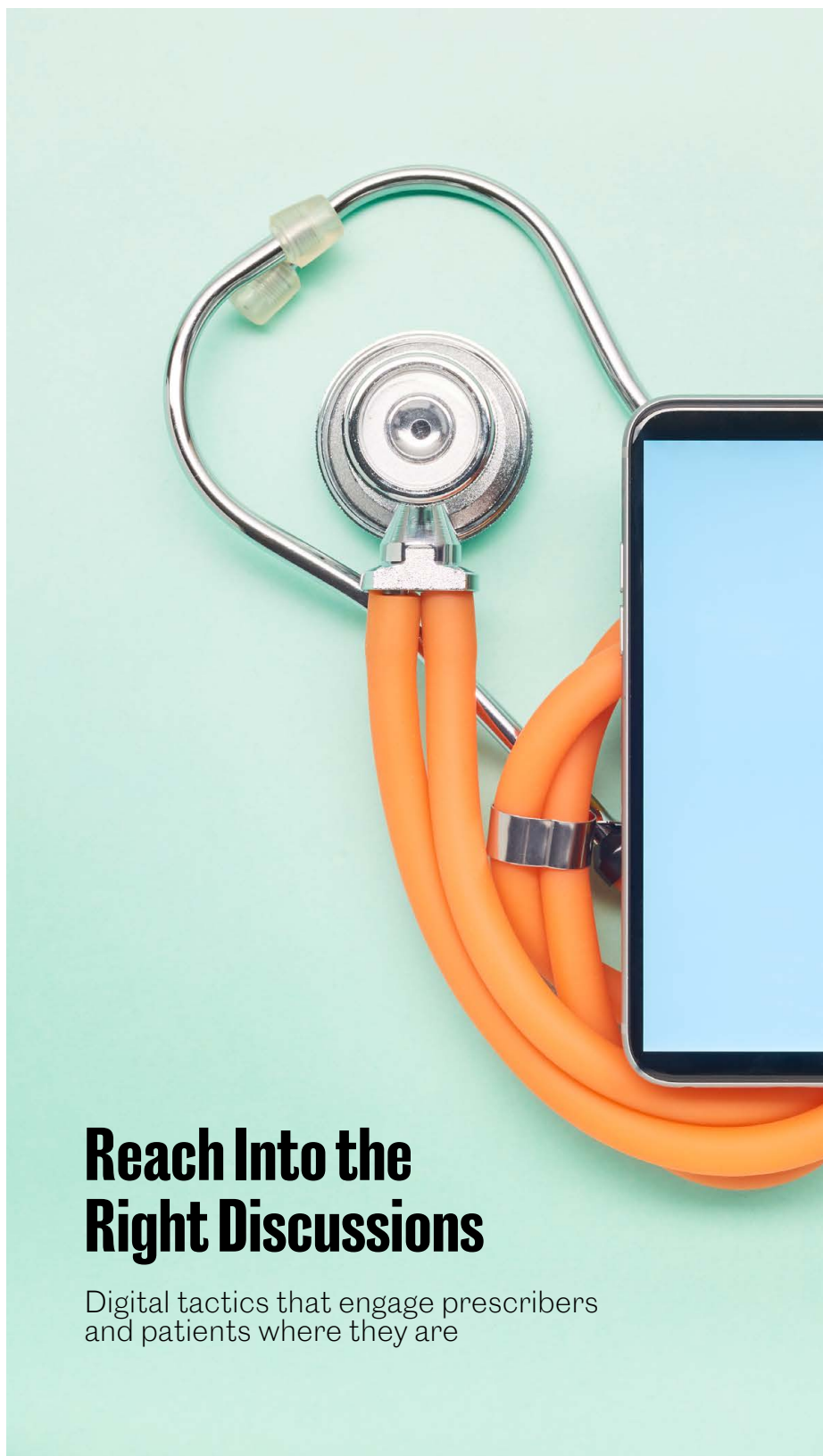
The Full Picture of Health



May 5, 2022
Edison Ballroom, NYC

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Reach Into the Right Discussions

Digital tactics that engage prescribers and patients where they are

● **Branded messages can now reach** prescribers in the coveted electronic health record (EHR) space with clinically relevant communications. This means marketers can reach prescribers at the right time and in the right place — at the point of care.

During the presentation “Reach Into the Right Discussions — Digital Tactics that Engage Prescribers and Patients Where They Are,” Mary Beth Navarra-Sirio, SVP, product management at ConnectiveRx, spoke with Laura Blair, SVP business development at ConnectiveRx and Kristen Tappan, SVP, media at CMI Media Group, about the benefits of EHR programs and best practices for supporting patients and doctors in the space.

STREAMLINING THE PROCESS

The use of EHRs has evolved significantly in recent years. “In 2019, only 79% of physicians used them. Today, 92% do,” Navarra-Sirio cited, starting the conversation. “Physicians today are using EHRs while they are treating patients in their offices and usage is only going to continue to increase.” “Additionally,” she added, “most states now require e-prescribing for controlled substances, which will drive adoption of EHR to 100%.”

Navarra-Sirio noted further statistics: “Physicians spend, on average, 4.5 hours a day looking at EHRs and approximately 17 minutes having a conversation with their patients.” Those 17 minutes “are very precious moments in the treatment path for physicians to engage with their patients and for pharmaceutical companies to engage with doctors,” she added.

The benefits of EHR messaging include “pharmaceutical companies being able to reach patients and providers at the most useful time,” Navarra-Sirio said, “when the doctor is discussing with the patient the purpose of the visit and appropriate treatments.” The idea is that “having a conversation about the patient’s comfort level with the therapy being prescribed and the price points will help ensure their compliance with the treatment and encourage them to participate in their own healing.”

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MARY BETH NAVARRA-SIRIO
ConnectiveRx



Tappan agreed, adding, “As we emerge from the pandemic, being on the forefront from a marketing standpoint and finding where we can insert ourselves in the conversation in a way that’s helpful to all of our customers is going to be key.”

A CHANGED PHARMA LANDSCAPE

From telehealth to the lack of in-person rep access, the pandemic has changed the way patients and pharmaceutical companies interact with physicians. “The truth is, we will not be going back to the way we were,” Blair said. “There were savings that were incurred” by not having sales representatives travel to doctor’s offices,” she explained. “We saw that we were able to stay alive without laying out that human capital.”

EHR messaging “is really powerful” and will “supplement things that are missing in our new post-COVID era like direct contact with physicians.” In some ways, she opined, it will be even better. “EHR is in workflow and makes everyone’s lives easier.”

Another trend impacting digital marketing strategies in the post-COVID era is the impending 2023 loss of third-party cookies that track and collect data to help target potential customers. EHR is one way to fill that gap. “On the healthcare provider side, our industry is relatively advanced,”



From left: Mary Beth Navarra-Sirio, Laura Blair, Kristen Tappan.

explained Tappan. “We do a lot of targeting of non-cookie identifiers, including within EHRs.” On the patient side, she said, “we will see shifts back towards contextual targeting.” Point of care, though, she added, “is a universal moment where we know a consumer is in a mindset to receive information.”

PROVIDING BETTER PATIENT SOLUTIONS

Navarra-Sirio shared that “One way pharmaceutical companies can proactively help doctors and patients at this critical point-of-care moment is through price transparency.” With some e-prescriptions, the “payer notifies the physician writing the script of the medication cost and allows them to educate the patient on their real and out-of-pocket costs at that time,” she said.

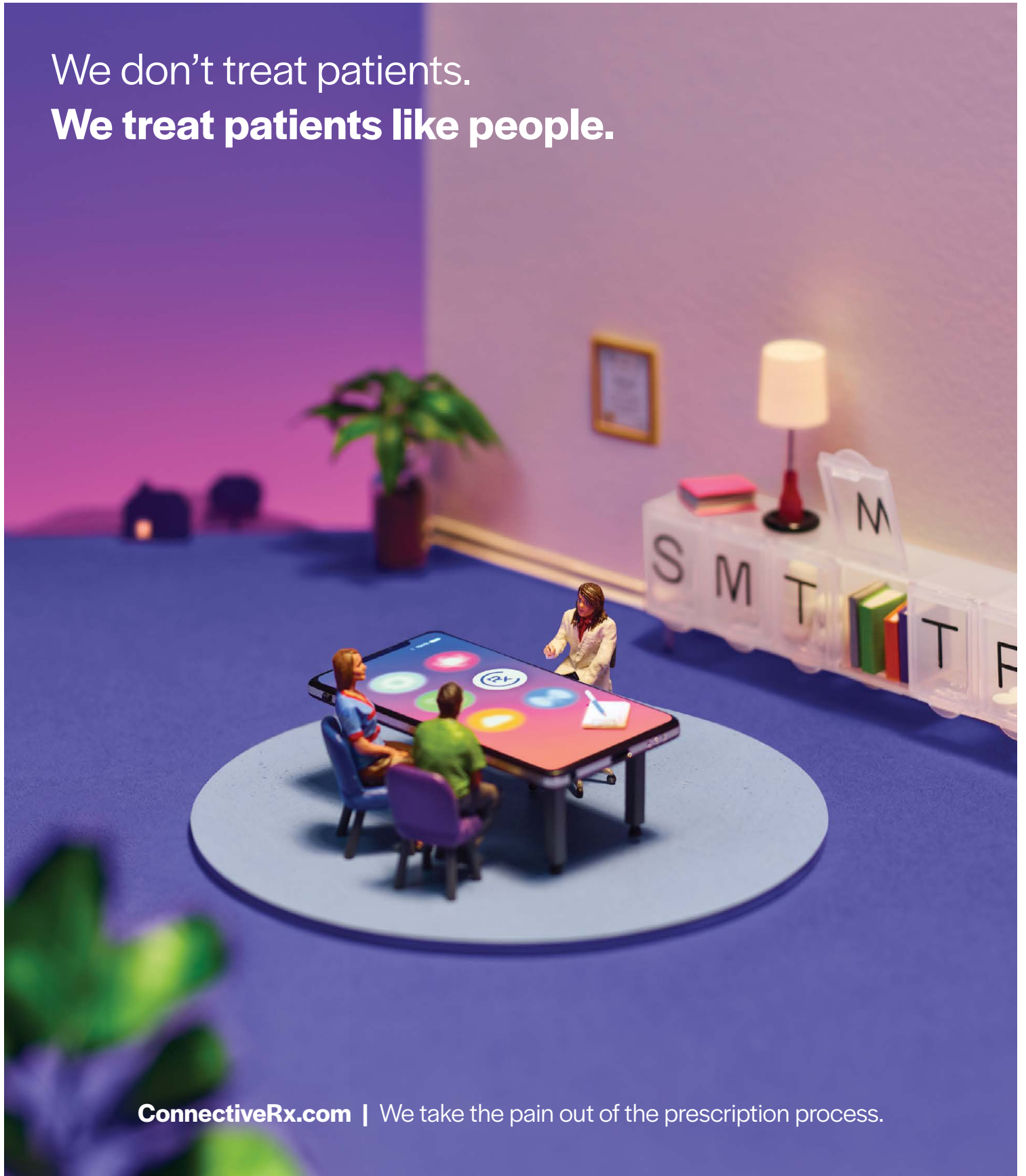
“By putting this earlier in the system, we reduce the number of calls, reduce the burden and become more efficient,” added Blair.

As Tappan noted, “there is a need to really know your audience.” This is augmented by understanding “what you can provide that is helpful,” then having the ability to “identify the right moment in the workflow that really speaks to that.”

Beyond affordability, adherence and support services, pharmaceutical companies, Blair said, “have an opportunity to inform doctor-patient interactions in other ways, such as educating about dosage, sending renewal reminders, recommending a 90-day supply and more.”

Pharmaceutical companies “make so much noise” about regulations and wanting to reach customers “on social, wallboards, everywhere,” concluded Blair. With EHR, “we have this moment where they’re writing the drug” to be a part of the patient-doctor conversation. “When you have this available to you, how do you pass it up?” ●

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