



Demystifying EHR:

An overview of EHR as a Foundational Media Program

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The purpose of this whitepaper is to provide you, with a general overview of the Electronic Health Records (EHR) channel for promotional purposes to help you get started with a foundational EHR media program.

As the Point of Care Marketing Association (formerly known as PoC3) defines Point of Care as “Anywhere and everywhere a consumer is receiving care via an interaction with a healthcare professional,” EHR media fits right into that definition and provides a unique opportunity due to its proximity to the care interaction.

We will explore:

- What Is EHR Media?
- Targeting In EHR
- The Value Of EHR Media
- Getting Started With EHR Media
- EHR Creative Best Practices
- Reporting Capabilities



Misunderstanding:

Healthcare Professionals (HCPs) do not want to receive advertising and marketing materials from Pharma.



Truth:

According to the Clarivate Taking the Pulse® U.S. 2021 survey nearly half of all physicians find value in pharma sponsored content, with 25% saying they are most likely to pay attention to sponsored content in the EHR. This is above average, even higher than paid search engine results, paid social media, programmatic and podcasts.



What is EHR Media ?

Before we begin let's define what EHR is, EHR stands for Electronic Health Records and refers to the systems that HCPs and their staff use to maintain patient records and charts. EHR is different from EMR which stands for Electronic Medical Record, which refers to a patient's individual medical record.

EHR Media in the most basic form is a banner ad, text ad or copay card distributed within an HCP's EHR system. There are more complex solutions, but for the purpose of this whitepaper, we are going to focus on the basics.

Let's take a look at the EHR landscape which is complex given the volume of platforms that exist and the number of platforms a physician may use. When seeking advertising capabilities on EHR there are different types of media partners (platform vs aggregator).

Currently there are over 500 different EHR platforms. In the hospital space the top three vendors—Epic, Cerner and Meditech—make up over 60% of the market share. In the Ambulatory space, the top three vendors—Epic, Allscripts and eClinicalWorks—make up over 40% of the market share.¹ However, just because one of these systems may be the backbone of a HCP's EHR system, HCPs are often using 3-4 additional bolt-on specialty systems, and sometimes upwards to 16. Think of a bolt-on system like an app you add to your phone to make it more useful for your needs, since your smart phone doesn't have all the functionality you want out of the box.²



Misunderstanding:

Since the largest EHR platforms don't allow direct advertising the channel is not worth the money or effort.



Truth:

Due to the nature of the EHR universe we are often able to reach an HCP in one of those platforms via their bolt on system.

Thankfully the days of needing to reach out to each EHR platform and trying to buy media individually has passed and can be done by using just a handful of partners. First, EHR platforms are among the few partners that operate a full EHR solution, and it's possible to buy media directly through them. The other way to buy media is through an aggregator who may be able to reach upwards of 500+ platforms, depending on the solution as it varies by partner.

Misunderstanding:

That EHR media aggregators are EHR platforms.



Truth:

EHR aggregators have helped simplify the EHR media buying process by being able to use one partner to reach hundreds of individual EHR platforms. Think of EHR aggregators more like a programmatic ad buying network.



Targeting In EHR

One of the biggest advantages of EHR is the targeting ability that exists. While in many other channels we can target an HCP by national provider identifier (NPI) or specialty, we are not able to layer in real-time information. EHR media has the ability to deliver relevant messages to the HCP when they are with the right patient. It is simple math:



The type of criteria varies by partner, but at a high level we can target based on:

HCP Criteria

- NPI Number
- Specialty
- Location

Patient Criteria

- Demographics
- Diagnostic Code (ICD)
- Current/Historical Prescription (Rx)
- Insurance



Using this type of targeting to deliver a message usually leads to another common misunderstanding.

Misunderstanding:

Targeting doctors based on patient criteria is a Health Insurance Portability and Accountability (HIPAA) violation (i.e., ICD, insurance, Rx, or other parameters).

Truth:

This targeting allows brands to more accurately ensure that the promotional messaging in the EHR is appropriate not only to the HCP receiving it, but also applies to the patient they are currently providing care to (i.e., not showing the oncologist an ad for a breast cancer drug when they are with a blood cancer patient).

The Value Of EHR Media

EHR Media is a valuable part of the Point of Care ecosystem and the last place to get a brand's message in front of an HCP before a treatment decision is made. This is considered the last piece of the puzzle for a full and complete media mix.

Furthermore, research shows that HCPs spend over 50% of their workday in their EHR systems.³ This correlates to an average of 16 minutes and 14 seconds per patient encounter, with the bulk of time spent in chart review (33%), documentation (24%) and ordering, which can include labs or scripts (17%).⁴

Misunderstanding:

HCPs don't want advertising or Pharma materials in their EHR

Truth:

According to the Clarivate Taking the Pulse® U.S. 2021 Survey HCPs are looking for materials from pharma, especially around side effects, financial/formulary messaging, and dosing.

According to the Clarivate Taking the Pulse® U.S. 2021 survey it further shows that some of the biggest factors impacting prescription treatment decisions are the cost (79%), patient insurance coverage (75%), patient assistance or support programs (34%) and formulary information (32%). Carefully crafted business rules can help combat these barriers and show physicians that there is a path to care.

Getting Started With EHR Media

Understand the reach to your target list

As with any channel, reach is important when getting started with EHR, and while all vendors can run NPI list matches for you, they are unable to always provide 1:1 matching back to you and often will provide it in aggregate form. This is due to the privacy policies of some platforms and partners, so it is important to have discussions and understand what the EHR partner you choose can deliver. Therefore, your target list segmentation is going to be important in evaluating an EHR partner. Having these segments will allow you to better understand which group of your target list they are reaching, so instead of 75 out of 100, you can know that 25 are in Segment 1, 30 in Segment 2 and 20 in Segment 3 to allow you to better evaluate which partner is right for you.



Foundational EHR Program

Think of a foundational EHR program as having three main parts:

**Logon
Messaging**



**Targeted
Messaging**



**Financial
Messaging**

Logon messaging is just what it sounds like, it is a message displayed to the HCP that can be targeted by specialty or NPI and appears when they logon on to their EHR. On average, an HCP logs onto their EHR 30-40 times a day due to security measures in place forcing this action. This acts more like a reminder message to keep your brand top of mind and is great for announcing new approvals, formulary wins or conferences.

Targeted messaging is done within the HCPs workflow of their EHR and is rule based and is usually triggered off a combination of any one or more of the following: NPI, Specialty, Patient Age, ICD Code or more. The ability to get targeted as previously stated varies by vendor and what you feel will help you reach an HCP that is with your ideal patient.

Financial messaging as previously stated is one of the things HCPs are looking for and this is usually just triggered off an Rx of your product and is one of two things. Either a copay card should your product have one or a banner message that talks about your patient access and savings support program.

EHR Creative Best Practices

When creating media for the EHR channel it is important to remember the sensitive placement of the media and that the HCP is providing care at the time of exposure. Therefore, messaging should be short, concise, and never challenge or question the physician's authority.

Creative Specs:

- Vary by platform and message placement
- Allow for a mix of text ads and/or banner ads
- Banner ads can accommodate scrolling important safety information (ISI) but not all vendors accept animated ads
- Some placements may not have the ability to link out to a website or PDF. Generally, EHR click rates are very low due to the nature of the channel since the HCP is providing care at the time of exposure.

All media vendors have final approval of messaging

Reporting Capabilities

EHR reporting capabilities differ by partner in addition, not all partners accept third party tags for Double Verify, Double Click Manager, Crossix, Iqvia, etc., so always confirm the specs. At a high level, all partners are able to provide aggregate reporting on the number of impressions by business rule. Some partners can provide NPI level reporting, but the capability varies by partner and solution, so it is important to have these conversations and truly understand what is available before starting with an EHR program.



Misunderstanding:

Receiving NPI data if targeting HCPs based on a patient criteria is a violation of HIPAA



Truth:

The NPI data confirms which HCPs are seeing the promotional message. Since the NPI data is tied to the HCP, it never reveals any additional "protected health information," as defined by HIPAA, beyond the targeting criteria.



Conclusion

EHR is an integral part of the Point of Care Ecosystem and should be considered to ensure you are completing the puzzle. While this white paper focused on the basic features of EHR media, and a foundational EHR media program there are some very complex and customizable solutions around enrollment forms, prior authorization and more. EHR is constantly evolving, and platforms and aggregators are constantly developing new solutions, so if you have an idea discuss it with your EHR vendor, they are always willing to innovate to create new solutions.

Don't be afraid to get started, just start small and ask lots of questions and your media partners can assist you throughout the process.

About The Point of Care Marketing Association

The Point of Care Marketing Association exists to support the continued growth of the Point of Care (POC) channel through education and advocacy and to ensure the effective use of the channel to advance patient healthcare outcomes. The Point of Care Marketing Association supports members in making POC a vital and innovative segment of the healthcare marketing industry. It strives to be the leading POC resource, attracting companies to become members who share the same goal of educating patients, caregivers, and Healthcare providers when it matters most. Learn more at pocmarketing.org.

About Publicis Health Media

PHM is the leading health media agency in the US. We are designed for—and dedicated to—delivering best-in class solutions that connect people with meaningful health and wellness solutions every day. Guided by our genuine passion for health and wellness, our work across the entire media ecosystem helps real patients navigate the most pivotal moments of their healthcare journeys. To learn more about Publicis Health Media, visit <https://www.publicishealthmedia.com/>

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