

Getting Innovation Across the Finish Line



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ConnectiveRx

Why are we here?

1. Pharma wants innovation to stay relevant yet what are four core areas that need to be addressed

2. Let me tell you a story about how a point of care program came to life and how to navigate through some hurdles



Types of innovation in Point of Care marketing

- EHR, eRx & Pharmacy messaging
- Behavior-based emails
- Waiting & exam room digital & print wall boards
- HCP Social Media
- Gated HCP website marketing
- Programmatic
- Gamification



Let's dig deeper



4 core areas that need to be addressed

Content

Privacy

MLR/LMR Review

ROI

Scenario



Let's build out a story:

Pharma brand team – Melavin HCP Marketing Team from Dowd Health

Agency of record – Blair Worldwide

Creative agency – Cohen Media

Point of Care vendor/EHR aggregator – Blue Phase Technologies

Product - Melavin

- Oral therapy for migraines (one indication)
- 2 competitors on the market
- Targeting Neurologists
- Commercial insurance - Copay
- Retail Pharmacy

Point of Care tactic - 1-year EHR program

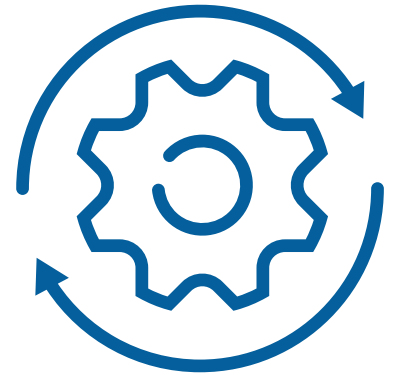


Kick-off meeting



What should happen at the kick-off meeting?

- Build RACI
- Discuss timing
- Set status calls to discuss key for milestones
- Make sure everyone is on the same page



Building the program

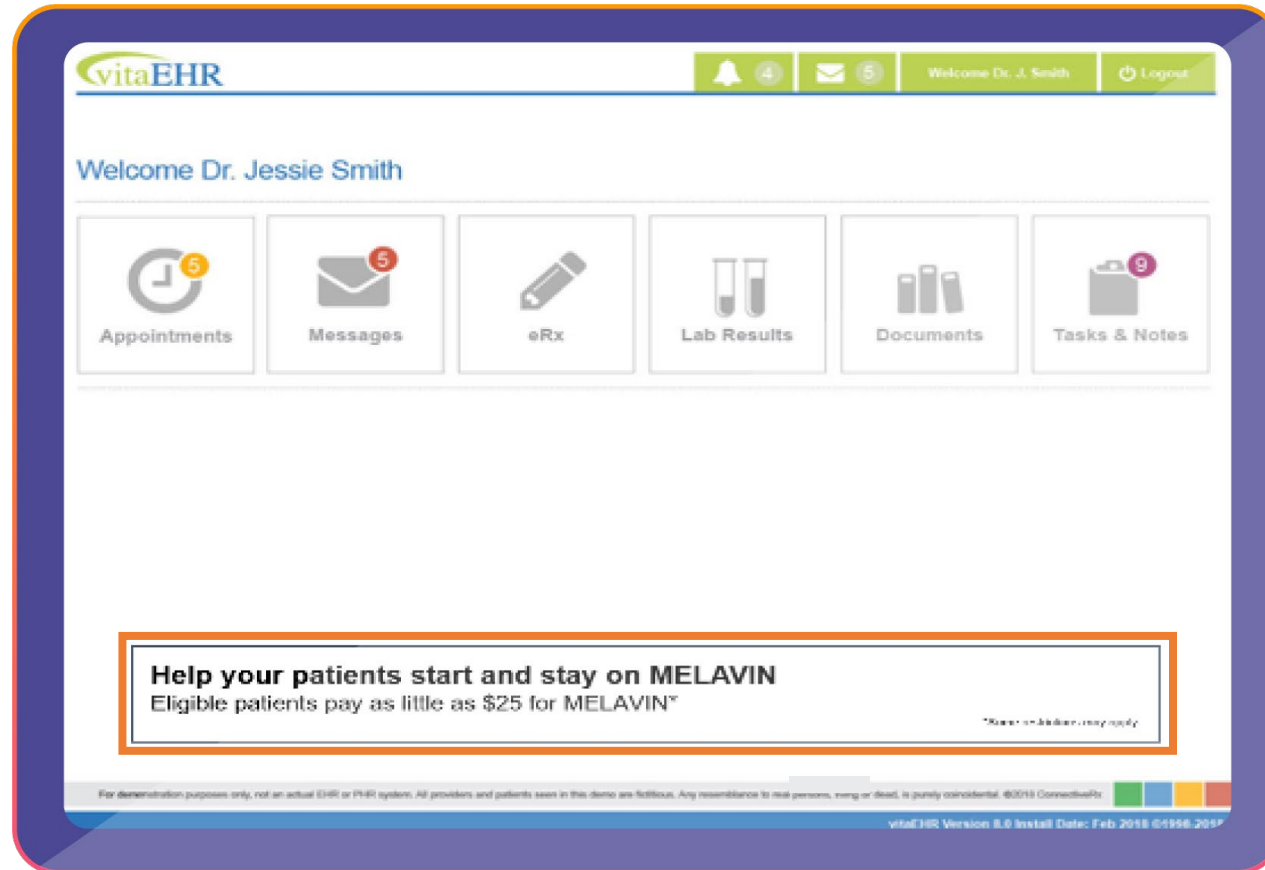


What are some EHR messaging tactics that can be used?

- Display messages within the workflow
 - Login
 - Patient chart



Login screen display message



Triggers being used

NPI list/Neurologists

Patient chart display message

DoctorRx Practice

Patient Search

Home Messages Patient Select Summary Rx Writer Rx Activity Rx Requests Schedule References Reports Administration

Patient Summary: Anne Melavin

Age: 56 Gender: Female

SSN: XXX-XX-0000
DOB: 1/1/1964
Phone: (212) 335-7890
E-mail: email@domain.com
Address: 1350 6th Avenue
New York, NY 12345

Consent: No

Employer Info
Schedule Info
Last Appt: None
Next Appt: None

Insurance (no insurance history)
Pharmacies (no active pharmacies)

Medications

DUR	FS	Medication	Written	Filled	Mail	Actions
						✓ i 🔍 Rx

Clinical Information

Type	Desc	Date
Diagnosis	425 - Cardiomyopathy	11/15/2012
Other	EF = 28%	10/9/2012

Internal Notes (no internal notes) add

Recent Events

Date/Time	Event	Actions
4/22/2016 10:35 am	Patient demographic information updated	
4/20/2016 3:16 pm	Patient demographic information updated	
11/28/2012 1:45 pm	Prescription was completed	🔍 i
11/28/2012 1:44 pm	Prescription was completed	🔍 i

Now Available
Melavin
Learn if MELAVIN is right for your patients with hypercholesterolemia not controlled with their current statin. Visit MELAVIN.com

Important Safety Information
Ovides si comis id et kus vendit, sequitussae volupta turemodi voluptam as eattia nos sam facimus amenimus desciptantor sane eossincit eorum eos enis dolorporit reprem ipsandis et faciatur a volorem dolupient laboreem que omnis mod minus ulparum renerihit atur sumqui inusdaest, aut peles et verum rat. Ciamus as eos ut laboressimet excepellanti dicitur, ulam, eos remo RemBus dolupta dolum volupti dendaes eatur ratecea quasper unquas saniet quamendame porum sae nobis eaqui auctant quamam fuga. Nequam volentur? Qui vid mint. Ed que nonsecae. Ut pore milignis arias es si ulenihiciet apero beratem apit, consedi lassit quandan tiosam sam, quameniet qui sa dus rem asped ea aut am fugit, cum que infiorio quisit, officatis esto blaut is vitur, simus voluptis quametur, quibus autemponere siti dolorispero tem et ommlorum con pel inum astistitas et ut occat volorenhit adios. oriae non restrum ressequo comnis essit am nonsed quasit andi quia sitatust faccaep eraturit, in, voloscipsum idem sum quis expere enita apiet fugit viba doliceae conseqe nonseque laspedi

Triggers being used

Diagnosis - ICD 10 codes

Competitive NDC codes

Specialty - Neurologists

What are some EHR messaging tactics that can be used?

- Display messages within the workflow
 - Login
 - Patient chart
- Copay card/Patient support information



Copay card/Patient support information

vitaPatientPortal

Home | **Inbox** | Appointments | Medications | Reminders | Health | Profile

JOHN ARLINE
 Chart ID: KIDA000001
 Gender: Male
 D.O.B: 08/17/1957

Inbox

<input type="checkbox"/>	Savings program	07/08/18
<input type="checkbox"/>	Appointment reminder	06/18/18
<input type="checkbox"/>	RE: Office	04/28/2018
<input type="checkbox"/>	New pres...	03/19/2018
<input type="checkbox"/>	Your recent appointment	03/02/2018

Melavin Help your patients start and stay on MELAVIN.
 Eligible patients pay as little as \$25 for MELAVIN*
*Some restrictions may apply.

For demonstration purposes only, not an actual EHR or PHR system. All providers and patients seen in this demo are fictitious. Any resemblance to real persons, living or dead, is purely coincidental. ©201

vitaEHR Version 8.0 Install Date: Feb 2019 ©1998-2019

Patient Support

[Inject: Practice Name] | For: [Inject: Patient Name]
 [Inject: Practice Address] | Date: [Inject: Date]
 [Inject: Practice Address 2] | Message ID: [Inject: Message ID#]
 [Inject: Practice Phone]

Melavin Activate your MELAVIN patient savings card and fill your prescription today

How this medication works

- Your body produces cholesterol; this medication reduces the production of cholesterol in your liver.
- It's important to take Melavin as your doctor prescribes. You should not stop taking Melavin unless your doctor tells you to. Keep your doctor informed if you experience any side effects.

How do I know my medication is working?

- Your doctor may do blood tests to check your cholesterol levels during your treatment with Melavin.
- Melavin is only part of a complete program of treatment that may also include diet, exercise and weight control.

Things to know

- Talk to your healthcare practitioner immediately if you experience abnormal muscle pain, brown urine or yellowing of skin or eyes.
- It's important to take Melavin as your doctor prescribes. You should not stop taking Melavin unless your doctor tells you.

Enroll to Access Savings:
www.melavin.com/savings or call 1-888-124-4567

For Patient Resources
 visit www.melavin.com or call 1-888-124-4567

Includes:

- Links to condition information
- Links to disease support groups
- Nurse support line
- Refill reminders

*Terms and conditions apply. Please see next page for Terms and Conditions.

Pay as little as \$25

ACTIVATE at 1-855-MELAVIN (635-2846) or www.MELAVIN.com

Eligibility requirements and terms of use apply. Patient is responsible for applicable taxes, if any.

Bin # 73647 | CDP: 3059374 | Melavin
 RUC#N # 2048 | ID: 123456789

Important Safety Information

MELAVIN may cause serious side effects, including: stomach problems—MELAVIN may cause stomach (abdomen) pain, nausea, diarrhea, or vomiting. Your doctor should do blood tests to check your blood cell counts regularly during your treatment with MELAVIN. Your doctor should do blood tests to check your liver function regularly during your treatment with MELAVIN. Call your doctor right away if your skin or the white part of your eyes turns yellow (jaundice) or you have dark "tea color" urine. Your body may hold too much fluid (fluid retention). Tell your doctor right away if you get respiratory tract infections, loss of appetite, headache, dizziness, back pain, joint pain, or itching while taking MELAVIN.

Please see enclosed Patient Information on the following page.
 You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.
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If you do not wish to continue receiving this information, call 1-877-345-1607.

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Triggers being used

Melavin's NDC codes

What are some EHR messaging tactics that can be used?

- Display messages within the workflow
 - Login
 - Patient chart
- Copay card/Patient support information
- Patient SMS message from the HCP



Patient SMS message from the HCP

vitaEHR

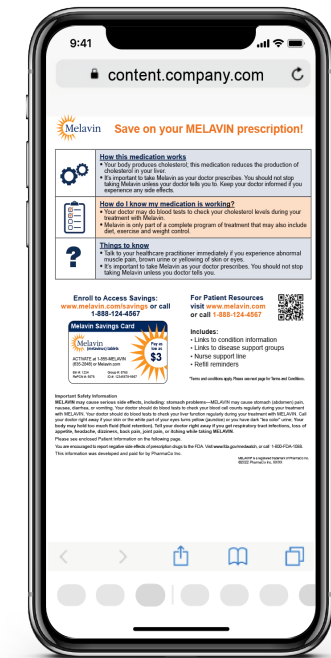
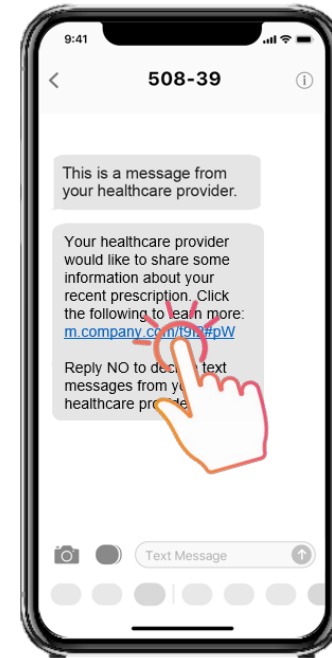
Welcome Dr. J. Smith

John Arline
Chart ID: KIDA000001
Gender: Male
D.O.B: 08/17/1957

Status	Medication	Strength	Formulation	Take
Active	Melavin	80 mg	Tablet	Qd

CRX: Patient savings may apply; adjudicate BIN: 610524 PCN: LOYALTY GRP: 50776806 ID: 12345

Melavin MELAVIN now covered on Unified Health Plan for Eligible patients may pay no more than \$40 with patient savings.



Triggers being used Melavin's NDC codes



What are some EHR messaging tactics that can be used?

- Display messages within the workflow
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- Copay card/Patient support information
- Patient SMS message from the HCP
- Patient adherence/education materials – Pharmacy tactic



Patient adherence/education – Pharmacy tactic

Patient Support	
[Inject: Pharmacy Name] [Inject: Pharmacy Address] [Inject: Pharmacy Address 2] [Inject: Pharmacy Phone]	Exclusively for: [Inject: Patient Name] Rx #: [Inject: Rx#] Date: [Inject: Date] Message ID#: [Inject Message ID#]
 Don't Forget Your Health!	
	<p>How this medication works</p> <ul style="list-style-type: none"> Your body produces cholesterol; this medication reduces the production of cholesterol in your liver. It's important to take Melavin as your doctor prescribes. You should not stop taking Melavin unless your doctor tells you to. Keep your doctor informed if you experience any side effects.
	<p>How do I know my medication is working?</p> <ul style="list-style-type: none"> Your doctor may do blood tests to check your cholesterol levels during your treatment with Melavin. Melavin is only part of a complete program of treatment that may also include diet, exercise and weight control.
	<p>Things to know</p> <ul style="list-style-type: none"> Talk to your healthcare practitioner immediately if you experience abnormal muscle pain, brown urine or yellowing of skin or eyes. It's important to take Melavin as your doctor prescribes. You should not stop taking Melavin unless your doctor tells you.
<p>Be sure to fill your prescription at your pharmacy!</p> <p>For Patient Resources visit www.melavin.com or call 1-888-124-4567</p> 	
<p>Includes:</p> <ul style="list-style-type: none"> Links to condition information Links to disease support groups Nurse support line Refill reminders 	
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Triggers being used

Melavin's NDC codes



How do you make great content for the platforms?

- Display messages
 - Clear
 - Clinical in nature
 - No animations
- Copay card
 - Easy to read
 - Add useful information
 - Drive to website or IVR
- Patient SMS messages
 - Make it something they need
 - Copay information
 - Patient support program
 - Patient adherence
 - Patient education
- Pharmacy notes
 - Easy to read
 - Relevant information



Submission day



What are some questions that came out of MLR/LMR review?

- Will we see and collect patient data?
- Is this HIPAA compliant?
- Who sees the data?
- Why do we need this?
- Does this influence the HCPs' decision?
- At what point in workflow does this render? Before Rx? During Rx?
- What are the security measures taken?

Measuring success



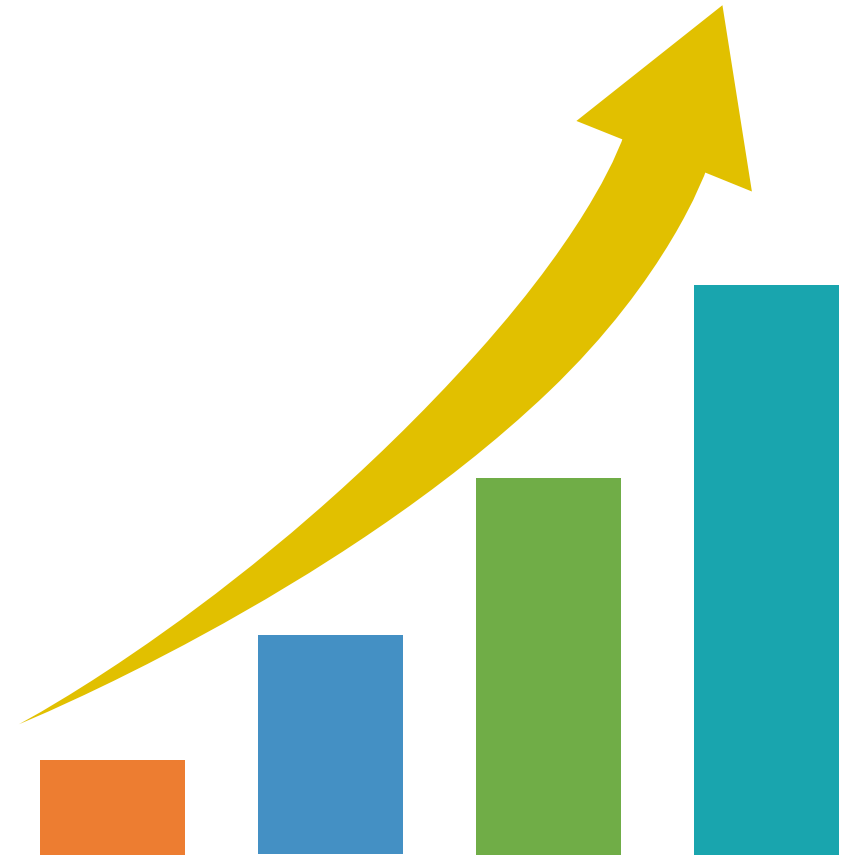
What metrics (data) are you using to measure ROI?

Aggregate

Rx

NPI/PLD

Test & Control



Melavin's EHR program launched



Melavin's EHR program launches

- Cohen Media built creative to the provided spec sheets
- Blair Worldwide submitted the program to MLR
- MLR was comfortable with the program after clear direction and discussion about the tactics and content
- Blue Phase Technologies ran a 6-month analysis, and the program is tracking for a 7:1 ROI
- Melavin HCP marketing team is up for an innovation award from MM&M



Let's recap

- 4 core areas to focus on for innovation
 - Content
 - Privacy
 - MLR/LMR
 - ROI
- Point of care needs a strategy



Thank you

