

Boosting adherence via prescriber delivery of written point of care patient education

Augmenting exam room conversations

Key Concepts:

- 1. High quality prescriber-to-patient communication reinforced by written medication education boosts adherence**
- 2. ConnectiveRx offers a novel solution that facilitates HCP-to-patient delivery of written medication education**
- 3. Valued by patients, ScriptGuide improves fill rates and increases brand loyalty**

In today's high stakes branded pharmaceutical marketplace, boosting medication adherence rates has become a key metric for patient engagement strategies. And among the myriad tactics designed to improve adherence, one of the few to actually show repeated success is high quality prescriber-to-patient communication reinforced by written elements. This paper accomplishes two key tasks: 1) it explores some of the data demonstrating the importance of high quality written prescriber-to-patient communication, and 2) it describes an EHR-enabled written communication tool that reinforces exam room conversations and provides proven adherence benefits.

Key Concept #1: High quality prescriber-to-patient communication reinforced by written medication education boosts adherence

A significant relationship exists between patients' medication knowledge, perceived importance of the medication for them personally, and resulting therapy initiation and persistence. Patients who understand a medication's purpose tend to perceive the medication as more important, and this perception is associated with better medication adherence.¹ But what interventions have been shown to increase patients' medication knowledge? One proven intervention is high quality prescriber-to-patient communication. Indeed, informative conversations between patients and physicians (for example, a doctor's explanation of a patient's health problems or the treatments a patient's needs) can improve patients' adherence and overall medication experience.²

But talk alone may not be optimal. Multiple studies have shown that the association of oral information

and the provision of written support appears to be more effective in improving patients' knowledge of treatments than oral information alone.^{3,4}

Interestingly, while written education is increasingly delivered via digital channels (e.g., patient portal, text/SMS, email), print still has value for certain patients. A new study by Collard and colleagues⁵ confirms the adherence-boosting value of combined oral and printed patient education for elderly patients (75+ years). Those who received from their healthcare professional (HCP) both oral therapeutic education and printed drug-specific medication education sheets showed statistically significant improvement in drug knowledge and medication adherence. After three months, the level of adherence had grown to 95.1% from 78.7%, a 21% increase.

Bottom line: Adding written documents (delivered via digital or print) to the patient education process can increase adherence.

Key Concept #2: ConnectiveRx offers a novel solution that facilitates HCP-to-patient delivery of written medication education

To boost patients' medication knowledge in real time immediately following a brand prescription, ConnectiveRx offers an elegant solution designed to increase therapy initiation (first fill) and improve medication adherence: ScriptGuide. ScriptGuide is triggered by the e-prescription, and delivers personalized, patient-directed copay program material and adherence messaging to the patient via patient portal, text/SMS, email, paper or a combination.

ScriptGuide (Figure 1) is a written document providing supportive and non-intrusive messaging to positively influence patient behavior:

Customized and personalized automatically via eRx and EHR, based on prescriber action and patient data (live content areas are fully customizable; however, the content as shown in the top panel of Fig 1 is a style preferred by prescribers and patients)

Financial offers with clear instructions and patient benefits

Concise content, easy to read and understand at a glance, with icons to help patients understand what they are reading

Clear calls to action encourage healthy behaviors and motivate patients

As shown in Figure 2, the process is simple and includes complete program measurement (de-identified claims data) and reporting.

Figure 1: ScriptGuide

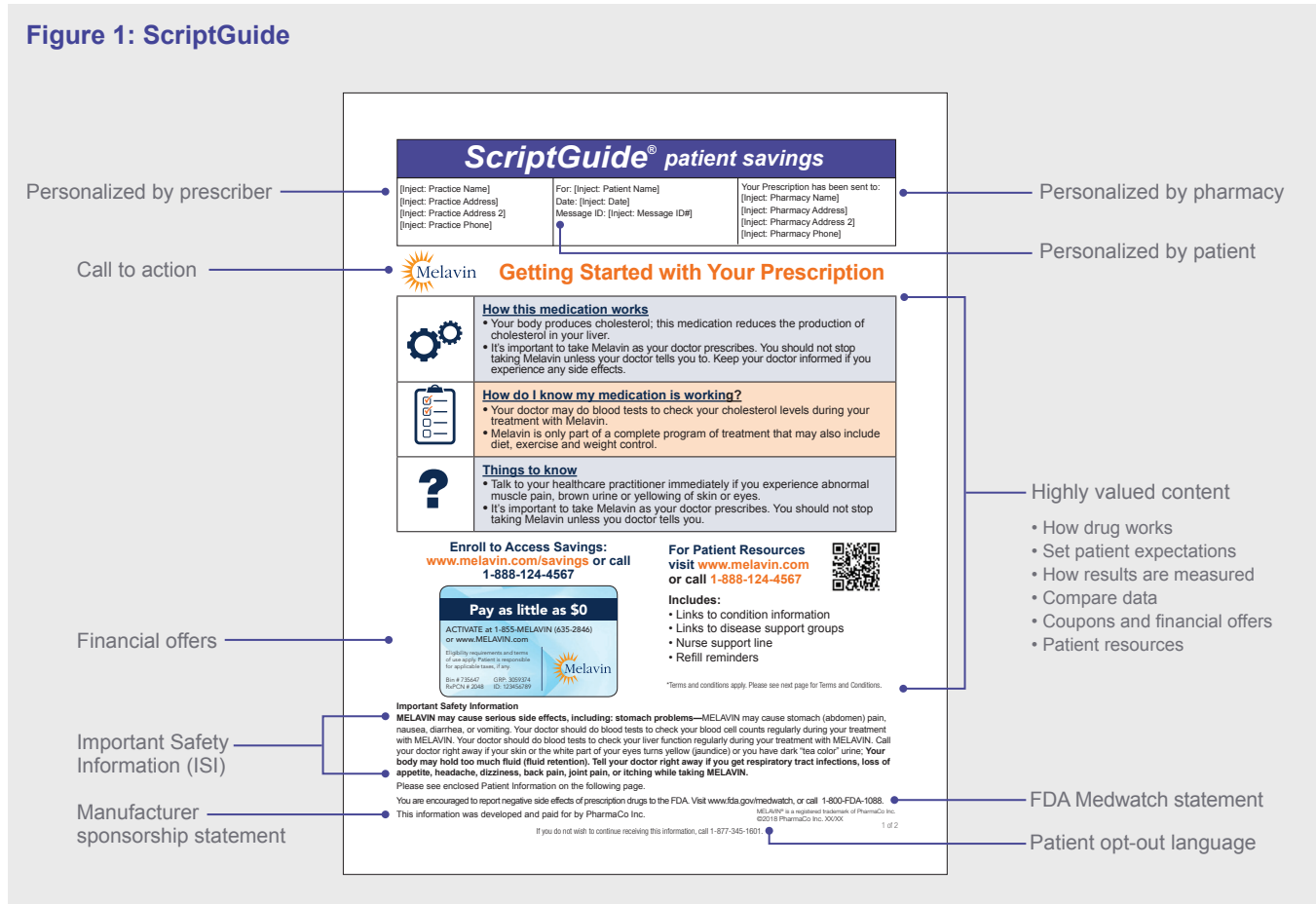
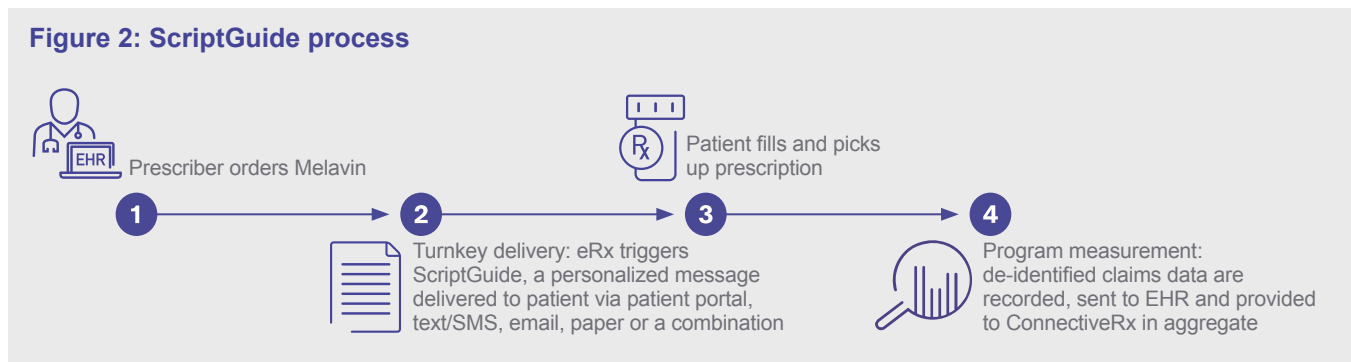


Figure 2: ScriptGuide process

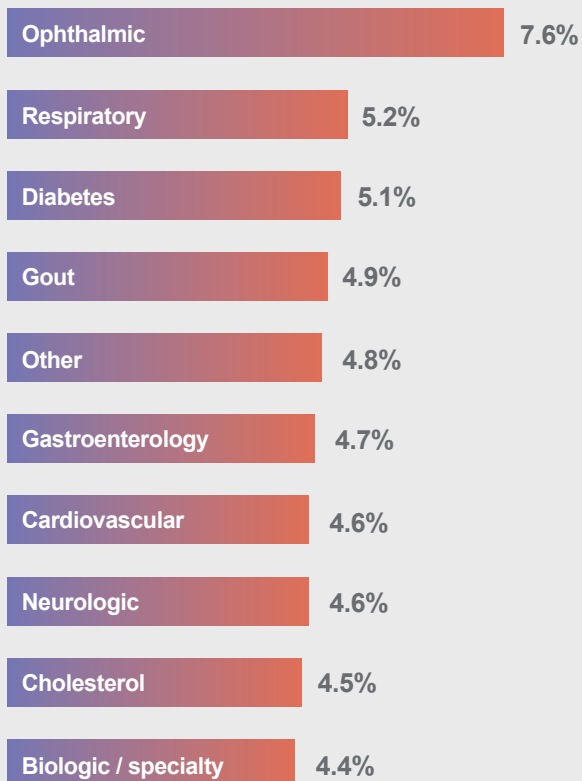


Key Concept #3: Valued by patients, ScriptGuide improves fill rates and increases brand loyalty

Patients recognize the value of ScriptGuide. In a recent ConnectiveRx survey of more than 1,000 patients and caregivers, 85% said that receiving communication like ScriptGuide from their prescriber would be valuable. Moreover, 75% of patients would think better of their HCP after receiving such support.

When clinicians use ScriptGuide to augment their conversations with patients, the results are impressive. The adherence-boosting effect of ScriptGuide @EHR has been confirmed in randomized patient-level (test vs. control) analyses including more than 130 ScriptGuide programs across 25+ therapeutic categories (see Figure 3). These analyses demonstrate a script lift ranging from 4.4% to 7.6% (average of 4.8%), enhanced patient outcomes and increased brand loyalty.

Figure 3: ScriptGuide prescription lift by specialty (average = 4.8%)



Source: ConnectiveRx EHR Analyses
Measurement is based on de-identified healthcare claims data at an Rx level. Results represent >130 programs run from January 2012 to December 2016. Respiratory includes Asthma and Allergy medications. Neurologic includes medications covering Depression, Parkinson's, Migraine, etc.

THREE CORE RECOMMENDATIONS:

Considering these findings, three recommendations come to light:

- 1. Look for ways to increase the frequency and quality of prescriber-to-patient communication about your brand.** High quality prescriber-to-patient communication has been shown to increase patients' medication knowledge, improve patients' adherence and enhance patients' overall medication experience. Create resources that foster these vital conversations, and make them available to prescribers via channels that work.
- 2. Exert extra effort in developing and delivering written brand education material.** Multiple studies have shown that the association of oral information and the provision of written support appears to be more effective in boosting patients' knowledge of treatments than oral information alone. Craft simple, clear and informative patient education materials, and if possible, personalize them for the prescriber and patient.
- 3. Take a close look at ScriptGuide.** ScriptGuide displays personalized patient-directed copay program material and adherence messaging within the EHR, where it can be delivered via patient portal, text/SMS, email, paper or a combination, motivating patients to fill their prescriptions and adhere to therapy.

For more information, please visit ConnectiveRx.com

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