

Prescribers want specialty medication access information presented in the EHR

Key findings:

1. 67% of prescribers cite important information gaps in prescribing specialty medications
2. 85% of respondents want support to coordinate eligibility / reimbursement and source financial assistance
3. 80% of prescribers would use instructions in the EHR for prescribing specialty medications



Getting started on therapy and staying on therapy can be a complicated process for patients and their caregivers. From understanding the complexities of insurance coverage (such as deductibles, copays, coinsurance, and now – accumulator adjustment programs!) to accessing copay assistance and other vital support, the journey can be challenging for anyone. But it is *especially challenging* for seriously ill patients who need specialty medications. Because specialty medications are such a vital part of care for patients with serious conditions, many pharmaceutical manufacturers offer hub solutions and other services to help patients overcome access challenges.

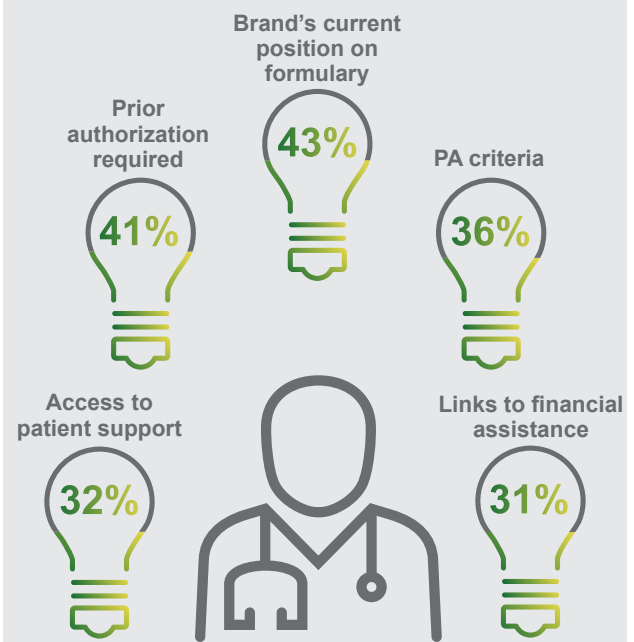
As they work to navigate the specialty drug access journey, patients look to their prescribers to guide them. But are today’s prescribers fully equipped to lead the way? What are prescribers’ needs, and how can brand teams connect them with the information they need to help their patients? To find answers to these and other important questions, ConnectiveRx conducted surveys of prescribers within the ConnectiveRx proprietary healthcare professional database. Respondents included 228 prescribers of specialty pharmacy medications within key specialty disease areas. Key findings appear below.

Key Finding #1: Two-thirds of prescribers cite important information gaps in prescribing specialty medications

Despite all the patient support programs available today, prescribers understand that their patients taking specialty medications still need assistance navigating insurance and / or other

financial assistance to help fund the medication. Moreover, these prescribers recognize that they don’t always have the information they need to support their patients adequately. In fact, two out of three respondents say they have important information gaps related to prescribing specialty pharmaceuticals. As shown in Figure 1, top needs

Figure 1: Major prescriber information gaps relate to formulary information and patient support



Source: ConnectiveRx specialty pharmacy survey, January 2016. n = 148
 Q: Please select where you would like more information from healthcare payers and/or drug manufacturers to facilitate the prescribing process for the new hepatitis C/cholesterol specialty medications

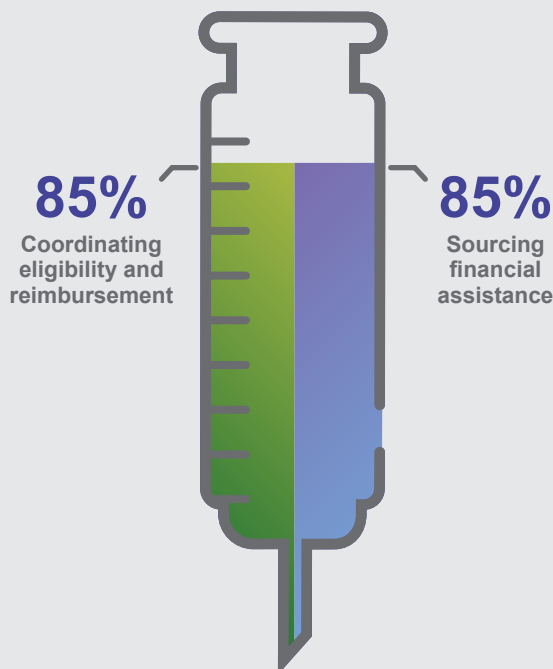
relate to formulary information and patient support:

1. Brand's current position on formulary
2. Whether a prior authorization is required
3. Prior authorization criteria
4. Access to patient support
5. Links to financial assistance (copay and patient assistance programs)

Key Finding #2: Eight-five percent of respondents want support to coordinate eligibility / reimbursement and source financial assistance

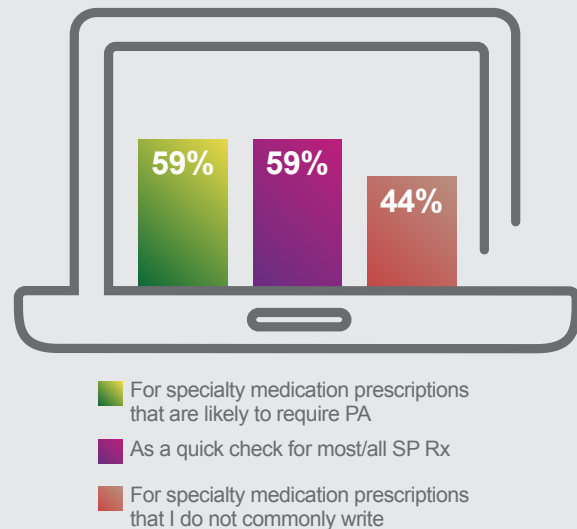
Survey responses indicate that prescribers prefer working with specialty pharmacies that are skilled at helping patients get on and stay on therapy. The fact is, respondents say they would be more likely to select a particular specialty pharmacy (for script fulfillment) based on the pharmacy's expertise in providing certain high-touch services (Figure 2). Of the services included in the survey, two have particular importance: "Assistance coordinating eligibility and reimbursement with payers" and "Sourcing financial assistance to help the patient fund the medication at the lowest possible cost."

Figure 2: Specialty pharmacies have multiple opportunities to influence prescriber support



Source: ConnectiveRx specialty pharmacy survey, January 2016. n = 157, of prescribers of cholesterol and hepatitis C medications
Q: To what extent would knowledge that a specialty pharmacy offers the following services influence your choice of that specialty pharmacy for script fulfillment?

Figure 3: Prescribers would use instructions in EHR for prescribing specialty medications



Source: ConnectiveRx specialty pharmacy survey, January 2016. n = 148, of prescribers of cholesterol and hepatitis C medications
Q: Under what circumstances would you expect to use these simple instructions if they were accessible in your e-prescribing screen in your EHR?

For both of these services, 85% of respondents say that knowing an SP offers this service would "increase" or "significantly increase" the likelihood of their selecting (or recommending) that pharmacy.

Key Finding #3: Eighty percent of prescribers would use instructions in the EHR for prescribing specialty medications

Survey responses suggest that providing prescribers concise messages about specialty prescribing *in the EHR* has the potential to optimize prescribing and boost prescriber recommendations for specialty medications. In total, 80% of prescribers would use instructions in the EHR for prescribing specialty medications. As shown in Figure 3, in-EHR instructions would have the most value in three specific areas: 1) for prescriptions that are likely to require a PA, 2) as a quick check for most or all specialty medications, and 3) for specialty meds that the prescriber doesn't commonly prescribe.

In view of these findings, ConnectiveRx offers specific recommendations, as follows.

THREE CORE RECOMMENDATIONS:

1. **Recognize the pain prescribers endure as they work to overcome patients' drug access and affordability challenges.** These are real issues that impact your local HCPs on a weekly or

even daily basis. Your prescribing customers are looking for the white-glove patient support services specialty pharmacies offer.

2. Re-examine your commitment to patient services, and bolster them as necessary.

As noted, prescribers are looking for specialty pharmacies' help in "coordinating eligibility and reimbursement with payers" and "sourcing financial assistance to help the patient fund the medication at the lowest possible cost." Make sure your service strategy (including your hub solution) is well-integrated with specialty pharmacies.

3. Use in-EHR messaging to educate prescribers and patients.

In-EHR messaging can be particularly valuable since it engages prescribers in real time as they are prescribing in the EHR application. ConnectiveRx can reach more than 300,000 prescribers in the EHR.

For more information, please visit ConnectiveRx.com