

Prescriber Inform in EHRs

Powered by PDR[®]

Prescriber Inform educates your users on prescribing the most appropriate therapies for their patients.

Prescribers want in-EHR messages

According to Manhattan Research in a survey of more than 2,500 EHR users, 66% of physicians said they would like access to patient education materials in their EHR, and more than 50% said they would like access to savings programs, coupons and vouchers for their patients.

Benefits to our EHR partners

Supports your users' prescribing decisions, and provides them relevant information for their patients about the therapies they prescribe. Clinically relevant, non-intrusive messaging appears onscreen based on actions being taken in the EHR. Integrates within e-prescribing, immunization review and other critical workflow modules. Includes current information about savings offers available to patients.

Prescriber Inform @EHR real-time messaging integration points



Upon EHR login

Message presented upon login to the EHR system to raise awareness of critical information prior to a patient encounter or prescribing event

In the e-prescribing module

Clinically relevant messages and financial savings notifications delivered to prescribers once a medication has been selected

In the immunization review module

Messages relevant to patient, age and known vaccination history presented to prescribers upon page load of their immunization review module

To learn more visit connectiverx.com

Prescribers value having financial assistance programs accessible in their EHR

EHR systems wanting to meet the needs of their users should know that prescribing decisions are frequently influenced by the availability of current savings offers for their patients.

How should EHR systems enable their users to deliver this information to patients?

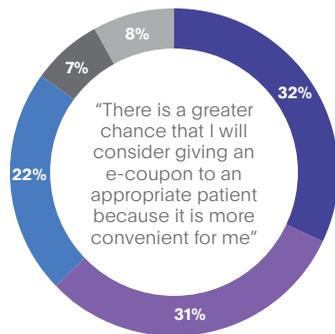
ConnectiveRx conducted a survey of more than 600 prescribers to determine their preferences for delivery of copay coupons to patients.

63% of prescribers are more likely to give their patients e-coupons due to convenience

66% of prescribers use e-coupons more often because they are in continuous supply

64% of prescribers want the option to send e-coupons and print them for patients

Prescribers' preferences for delivery of copay coupons to patients



■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree

Source: ConnectiveRx Copay Prescriber Survey, May 2016. n = 606

Providers can look forward to seeing more clinical messaging and reminders on their screens to support prescribing decisions

Prescriber Inform messaging in the EHR is intended to raise awareness of clinically relevant information during the e-prescribing process when it's actionable. Topics include:

- New products
- Dosing and indications
- Formulary coverage
- Adjunctive therapies
- Financial offers
- Other clinically relevant information

Sample Prescriber Inform @EHR messages:

MELAVIN Prescription Savings Program
 Consider MELAVIN for your patients. Eligible patients **pay as little as \$25** for MELAVIN*
*Some restrictions may apply.

Full Prescribing Information Important Safety Information

All doses now TIER 3 for >75% of commercially insured patients.
 Consider once-daily formulation for appropriate patients.

Patients not at goal? Consider adding Melavin
 Eligible patients **pay no more than \$10** per Rx with coupon
Prescribing Information and Med Guide

To learn more visit connectiverx.com