

Product Review Reprint # 48-03

Patient Detailing at the Point of Care

By John Mack

Direct-to-Consumer (DTC) advertising is effective at motivating consumers to visit their doctors. Pfizer, in a recent announcement of fundamental changes in its DTC policy, pointed out the statistics from various studies: “over 65 million patients have talked with their physicians after seeing a DTC advertisement and 29 million of these patients mentioned a condition for the first time, according to a 2004 Prevention magazine study. Moreover, DTC advertising has helped one in four patients who asked about a DTC advertised product during a doctor visit get a diagnosis for a previously unknown medical condition; approximately 43% of these new diagnoses were for high priority conditions such as asthma, high blood pressure or diabetes (Harvard University and Harris Interactive).”

Yet, return on DTC investment is decreasing and in the post-Vioxx marketing environment in which pharma marketers find themselves, there is a call for less advertising and more education, especially about drug benefits versus risks. What better place for this education to take place than at the point of care, in the doctor’s waiting room?

Wireless Phreesia WebPad

There are several new strategies and solutions available to pharmaceutical marketers that are designed to increase the education quotient of pharma marketing communications. One such solution is wireless WebPad developed by Phreesia for deployment in doctors’ offices.

“DTC is good for getting patients into the doctor’s office, but doesn’t prepare them for the visit or prepare them to ask the right questions,” said Phreesia CEO Chaim Indig. “We educate patients in the doctor’s office.”

Phreesia installs its wireless enabled WebPads in doctors’ waiting areas for use by patients to prepare for their visit. Short of the broadband Internet connection, Phreesia provides everything needed, including the hardware and the wireless network. The WebPads tie into Phreesia’s securely hosted Patient Interview application.

On the Phreesia WebPad, patients enter the reason of their visit and are prompted with a series of questions based on a medically approved and industry leading decision tree. A report is then produced and sent to the physician with enough information to begin a focused patient interview, saving valuable physician time. The patient, meanwhile, is directed to a page with information about the practice and sponsored educational material related to the cause for their visit.

“Instead of being broad-based ‘shock and bruise’ DTC,” said Indig, “ours is a rifle approach to DTP [direct-to-patient], or one-to-one patient marketing at the point of care.”

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FIGURE: The Phreesia WebPad is a lightweight, durable, easy to use touch screen computer. It has a high 1024x768 screen resolution, fast mobile processor and built in on-screen keyboard. It includes a tracking device in case of theft and a long lasting battery.

Phreesia's Customers

Phreesia is committed to changing the patient experience, but also considers doctors and pharma sponsors as their customers. All benefit from the Phreesia WebPad and network.

Phreesia does not charge doctors for its services; they generate revenue by delivering targeted sponsored messaging which educates patients on topics which can then be discussed with their physicians.

The Patient Interview System employed by Phreesia is built on the industry leading technology currently used by over 20,000 doctors. Patients are prompted with a series of multiple choice questions which in the end produce a report for the doctor.

The Phreesia Medical History application makes physician interviews more efficient, improves documentation and coding, lowers transcription costs, and eliminates dictation for charts and manual data entry for EMRs (data from Phreesia can be automatically loaded into major EMR systems). The medical history report has been proven to increase office efficiency and allow practices to code higher (approved by Medicaid and Medicare along with most major insurers).

The Patient Education Portal is designed to allow sponsors to target patients with educational and entertaining material, which can be easily and instantly updated and customized for each doctor's office.

Using Phreesia's WebPad and Network, Medical History application, and Patient Education Portal, sponsors are able to educate patients when it matters most—right before they see their doctor. "A competitor's brand may have brought the patient to the office," said Indig, "but the sponsor's brand will be fresh in the mind of the patient as he or she walks into the examination room and meets with the physician."

Some other benefits for sponsors include:

- Ability to have a one to one conversation with patients based on condition, location, gender and even time of day;

- The sponsor's current web content investment can be leveraged so the message and the branding stay consistent;
- Boost persistency and compliance; and
- A measurable Return on Investment

Targeting and Data Collection

The Phreesia network can identify patients by geographic region and demographics, and can also deliver content targeted to specific specialties. Most importantly, because patients using the Phreesia WebPad have completed the patient interview process, Phreesia knows the precise reason for their visit to the doctor and anonymously provides educational content

based on their chief complaint. That means sponsors can deliver the right information to the right patient, which is a requirement of several voluntary DTC guide-lines recently adopted by the pharmaceutical industry.

Phreesia can also report back valuable de-identified information about patients to the sponsor. When the Patient Interview has been completed and the report transmitted to the doctor, the information provided by the patient is stripped of all identifying markers (name, SSN, etc) and stored in a Patient Response database. These data are aggregated in a report to sponsors. "We don't know who the patients are but we do know what they care about—their health," said Indig "And the sponsor knows who they are paying for."

Phreesia is committed to preserving patients' privacy and complies with all HIPAA laws. Any information gathered on the WebPad can in no way be tied back to any individual.

Monitoring Use

Phreesia tracks everything happening on its devices, including a record of every user session, every minute of WebPad usage and every page of content served through the Patient Education Portal. Additionally, usage is not only measured in click-thru rates, but number of patients and hours of utilization. With these numbers, Phreesia can easily determine if a practice needs additional WebPads or is not seeing an adequate number of patients to continue the use of the system.

"My patients are entertained and better informed. Through the Phreesia Network, my patients read relevant articles and information before they see me which helps generate valuable questions about their health."

-- Dr. Peter Mowschenson, M.D. Assistant Prof. of Surgery at Harvard Medical School

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The Phreesia WebPad is ideally positioned to satisfy the pharmaceutical industry's new commitment to consumers and physicians by providing disease awareness and patient education at the point of care and facilitating the communication between patients and physicians that is so important for understanding the benefits and risks involved with prescription medications.

Pharma Marketing News



For more information about Phreesia contact us at 1-888-534-6099, info@phreesia.com or visit us at www.phreesia.com

Experts Consulted

The following experts were mentioned or consulted in the preparation of this article.

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Resource List

The following resources were consulted in the preparation of this article.

"Pfizer Announces Improvements to Consumer Advertising for Prescription Medicines."
http://www.pfizer.com/pfizer/are/news_releases/2005/pr/mn_2005_0811.jsp

For a complete list of resources online, please see:
<http://www.pharma-mkting.com/resources/resources-hp.htm>