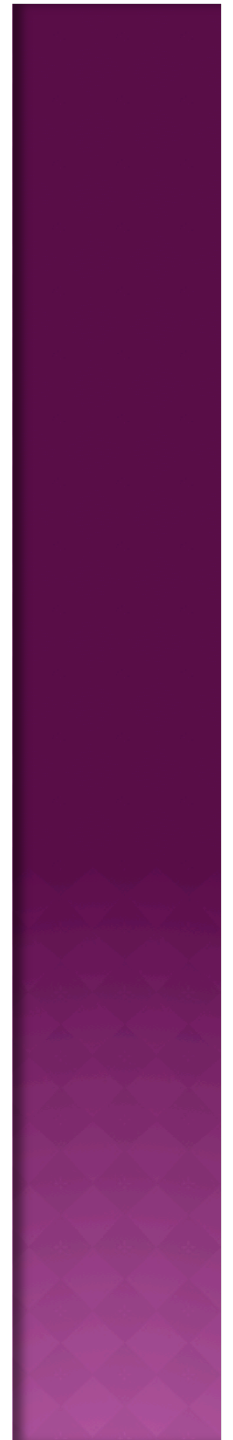


Direct to Patient (DTP) Programs: A Clinical Opportunity for Retail Pharmacists

ASAP 2011 Midyear Conference
Palm Beach, FL



DISCLOSURE

Bruce Briggs declares no conflicts of interest or financial interest in any product or service mentioned in this program, including grants, employment, gifts, stock holdings, and honoraria.

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DIRECT TO PATIENT (DTP) PROGRAMS

Follow the Money

Physician→DTC→Pharmacist

**An Evolution in
Pharmaceutical Marketing
with Clinical & Retail
Pharmacy Applications**

“The illiterate of the 21st century will not be those who cannot read or write, but those who cannot learn, unlearn, and relearn”

Alvin Toffler



PATIENT CENTRIC

- ◉ Almost all Pharma Co.'s mention Patient Centric in their Mission Statement and Annual Report
- ◉ Yet most Marketers and Pharmaceutical Advertising Agencies remain Physician Centric
- ◉ Marketers can be Patient Centric only by putting consumers at the heart of their business model
- ◉ Patients make the ultimate decision if they will live healthy, fill Rx's & adhere to their medication

eyeforpharma

5 WAYS TO BECOME PATIENT CENTRIC

Place the patient at the center of **every** marketing decision

Translate clinical benefits to real-world health gains

Forge a more collaborative relationship between the Dr., Pharmacist and patient

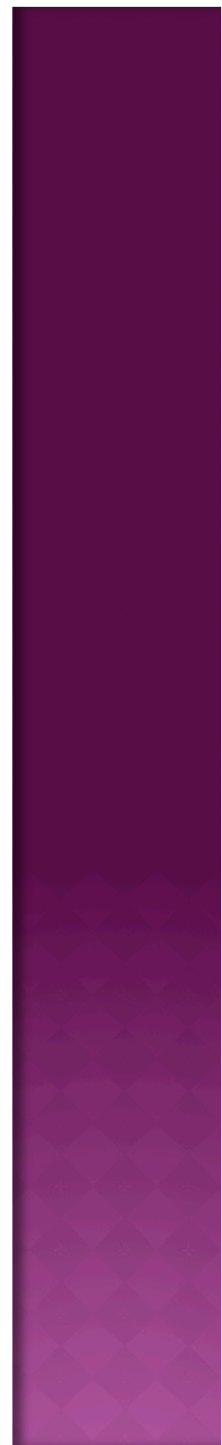
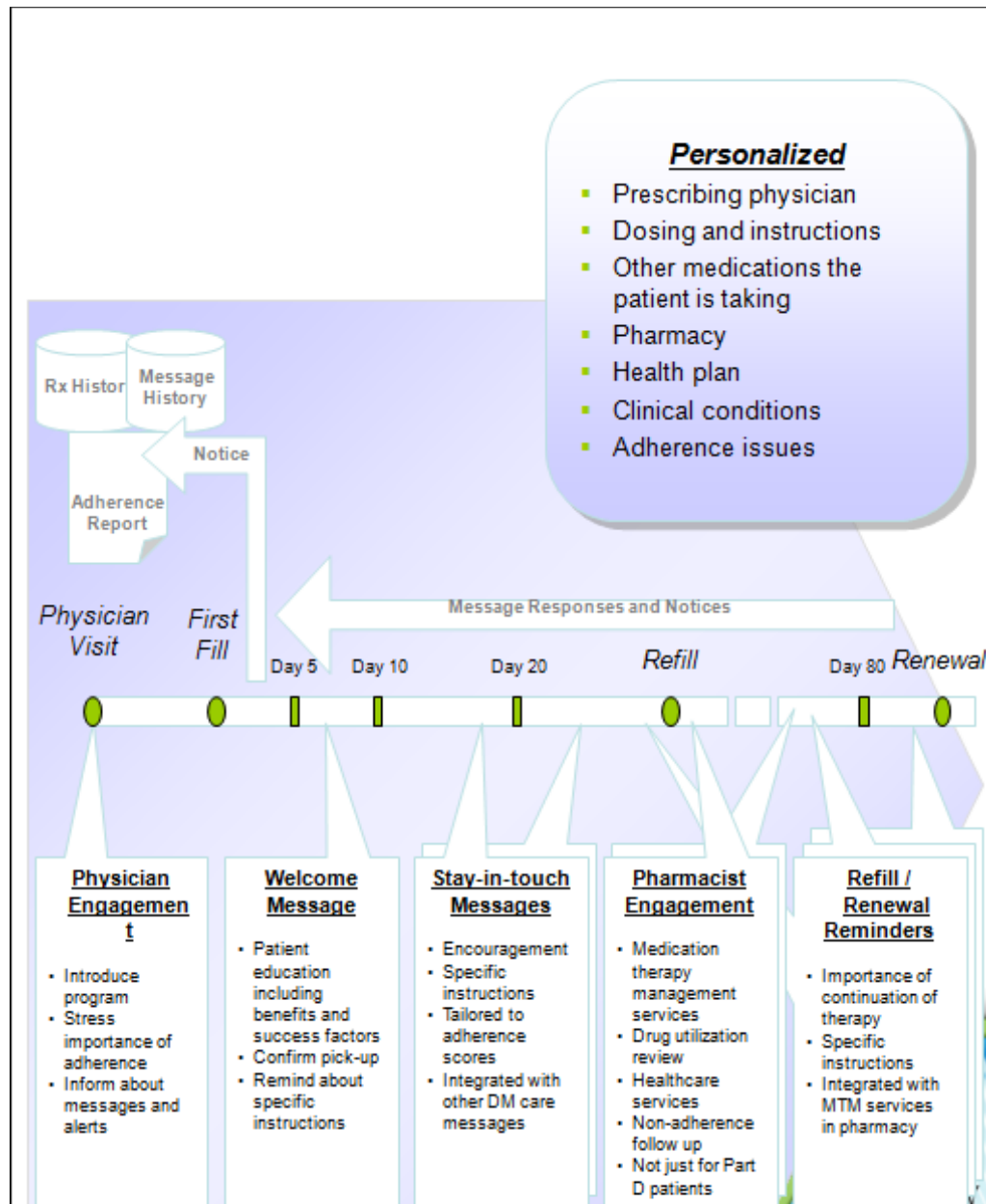
Improve Patient and Caregiver Experience throughout the treatment pathway, along with all “touch points”

Take nothing for granted (assume nothing)

Ellen Hoenig Carlson

HOW TO BECOME PATIENT CENTRIC

- ◉ Leverage emerging technologies to Involve the pharmacist in the patient dialog
- ◉ Work across all phases of the prescription process
- ◉ Link payor, pharmacist and physician in medication-focused care management
- ◉ Empower a nationwide network of community pharmacists to deliver targeted **patient** care services that improve care and reduce total health care costs
- ◉ Create a breakthrough method for Pharma's to meet their business, **patient** and clinical goals by leveraging this network

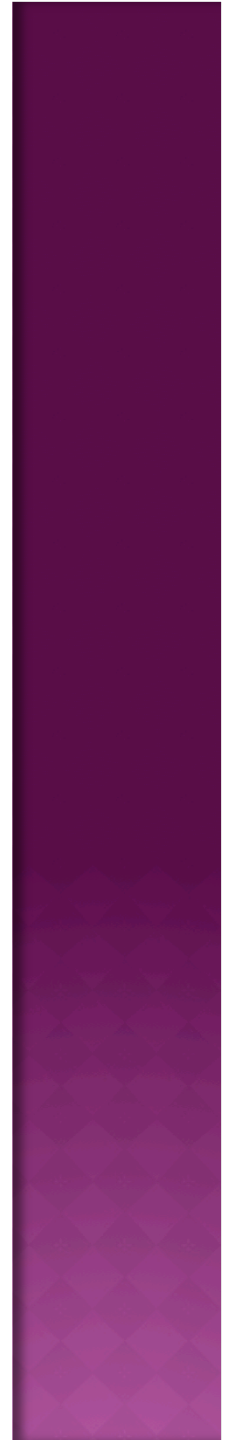


TOUCH POINTS

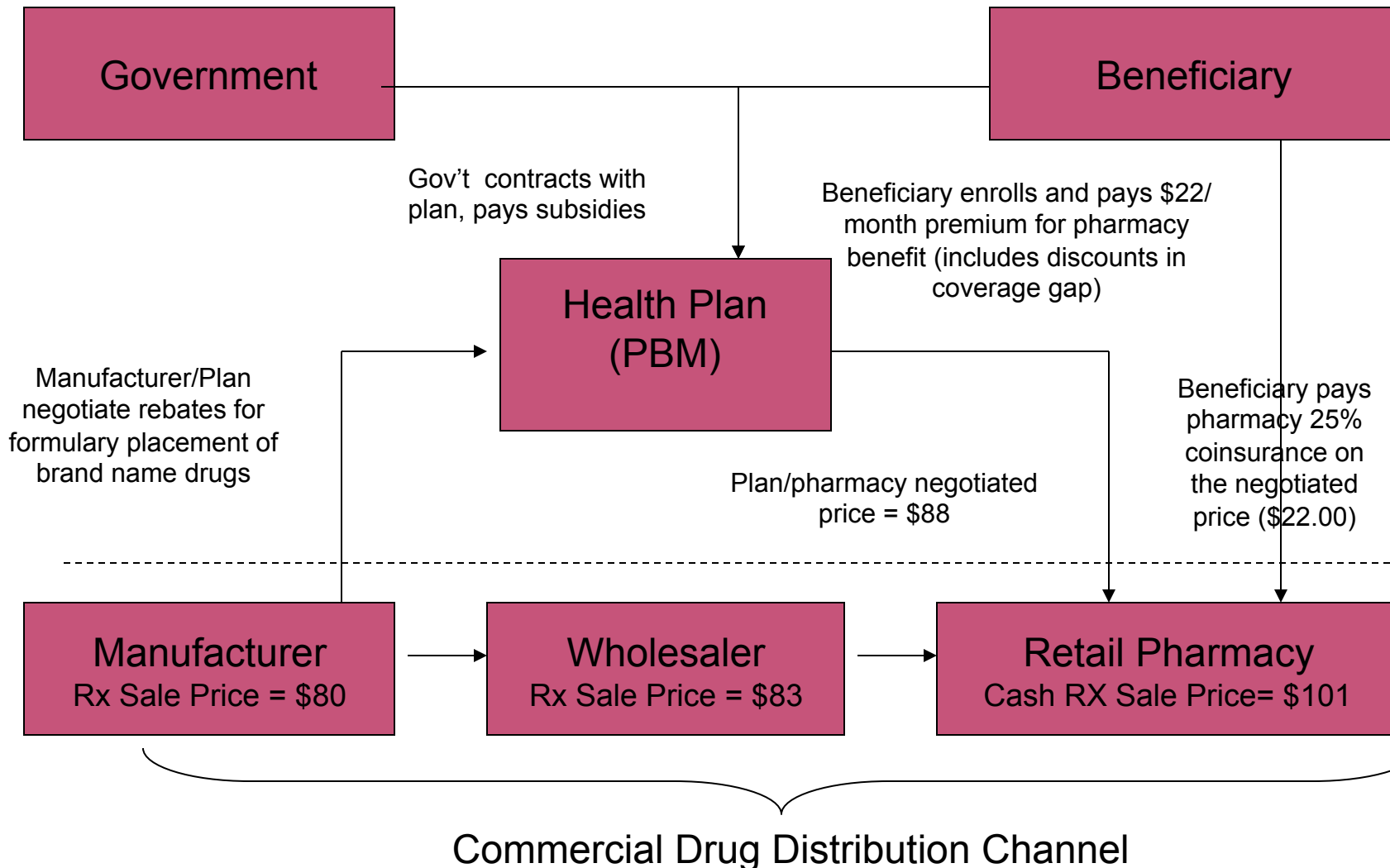
- ◉ **Patient** - 60% of patients ask pharmacist for advice on new prescriptions
- ◉ **Physician** - Most chain/independent pharmacists have (should) have the ability to intervene directly with physicians on behalf of **patients**
- ◉ **Pharmacist** - 58% of **patients** prefer getting their information face-to-face from their regular pharmacist

Caremark Survey

CVS/



CMS PLAN FOR PRESCRIPTION DRUG REIMBURSEMENT - PURCHASING EXAMPLE



1. Example data from "Prescription Drug Pricing in the Private Sector," Congressional Budget Office, January 2007.
2. Plan pays 75% (\$66.00) of the negotiated price.

DIVERSIFY AND SURVIVE...

- ◉ Community pharmacy must expand beyond “Product”...
- ◉ And (FINALLY)... establish a widely accepted place in health care centered around the **Patient** and to provide a **SERVICE** to those **Patients**



CONNECTING PATIENT CARE AT THE POINT OF PHARMACY SERVICE



PATIENT CENTRIC - REACHING THE PATIENT

- **Patient Letter (mail)**
- **Patient E-mail**
- **Patient Text Messaging (patients will leave home without Glucometer, etc. but will never leave home without their cell phone)**
- **Patient Phone Bank (outbound and inbound)**
- **Patient IVR - Interactive Voice Response (out-bound and in-bound)**
- **Patient Kiosk**
- **Patient Medication Therapy Management (MTM)**

PATIENT CENTRIC - REACHING THE PATIENT (CONT'D)

- ◉ Web Based pharmacist education. Define **patient** consultation rules (Product establishes “business rules” for how and what Pharmacists will use to consult with **patients**) - Execute Service Agreements
- ◉ Website - Help to direct **patients** to the product and/or company website
- ◉ Twitter
- ◉ Face Book
- ◉ My Space
- ◉ Linked In
- ◉ Remain diligent on new technologies and new social medium

PATIENT CENTRIC - REACHING THE PATIENT (CONT'D)

- ◉ Smart Pill Container - Microchip in cap sounds an alert and transmits a notice to a computer that the cap was opened
- ◉ Multi-Compartment Pillboxes - Medication reminder alert function and a reporting function that uploads data to a computer
- ◉ Mobile technology - Pill Phone App - Pill Phone App provides patients with visual and audible reminders to take their Meds. When patients take their medication, they report this through an App on their 3G wireless phone back to their physician and/or clinic

PATIENT CENTRIC - REACHING THE PATIENT (CONT'D)

- Mobile Technology i-Phone App - Allscripts i-Phone App has been deployed as an all-purpose tool for medication management by physicians, pharmacists and nurse practitioners. The clinician can access EMRs, MHRs (EMR's) and e-prescribing functionality using the i-Phone. This access to the clinician by way of the i-Phone will help to improve patient health outcomes and patient adherence.

ADDITIONAL MARKETING OPPORTUNITIES

- ◉ Mining Pharmacy Databases for pre-identified information (e.g. specific or co-morbid patients with specific disease types (Hypertension, Diabetes, Cholesterol, Osteoporosis
- ◉ Patient demographic and psychographic data

SYNERGIZE WITH THE PHARMACEUTICAL MANUFACTURER/SALES REP



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Click Icon for Audio

Dear Jim,

Thanks for taking the time to meet with me at your pharmacy earlier this week to discuss [DRUG NAME]

During our meeting you expressed interest in the efficacy of our product. Please open the attached audio file and our Medical Liaison, Dr. John Smith. Pharm D, will provide a few key facts about efficacy.

If at any time you have additional questions or need additional information, please call me at the number above. You may also find additional information at our website www.name_of_drug.com or at the website below. And, as always, your pharmacist, (pharmacist name) is available to answer your questions.

Thanks Again,

Barbara Jones
Senior Sales Representative