ConnectiveRx | Best practices for crafting effective EHR in-workflow messaging

ConnectiveRx PhysicianCare messages in EHR workflow are delivered to HCPs not patients. Clear, concise clinical messages that support patient care and enable workflow efficiency will be perceived as valuable. Most HCPs will not click the banner and leave workflow but will read the relevant messages. Vague statements or those that challenge or question the prescriber's choice of therapy will not be widely accepted or approved for use within the EHR environment.

CONTENT: What to DO
Provide data and statistics whenever possible, include relevant clinical guidelines

BEST
- Eligible patients pay no more than $60 for 90-day prescription with BRAND patient savings offer
- GUIDELINE RECOMMENDATION: New ACC / AHA guidelines lower the definition of hypertension. Consider starting treatment at 130 / 80 mm Hg for appropriate patients

Clear offer and guideline information

GOOD
- Pre-activated offer on BRAND available for patient
- Medication adherence a challenge? Consider writing 90-day prescription for appropriate patients
- New guideline lowers definition of high blood pressure to 130/80 mm Hg

Weaker call to action, good information

POOR
- Savings offer available
- See new indication
- BRAND: address inadequate antidepressant response
- Patients may be impacted by new hypertension guidelines

No clear call to action

STRUCTURE: What to DO
Simply structured in a Problem/Solution format, clear and concise message with strong call to action

BEST
- Consider BRAND for appropriate patients with diabetes who are not yet treated with a statin
- 50% of patients taking opioids suffer from constipation. Consider adding BRAND

Strong call to action with facts

GOOD
- For patients with diabetes and high cholesterol, BRAND may help lower levels to reduce risk of heart attack and stroke
- Opioid-induced constipation? Consider adding BRAND

Weak call to action, vague message

POOR
- Try BRAND for patients with high cholesterol
- BRAND for your patients suffering from opioid-induced constipation

No call to action

TONE: What to DO
Helpful | Informational | Specific | Respectful | Professional

BEST
- 25% of U.S. population has been exposed to HPV. Consider vaccine prophylaxis for appropriate patients.
- Breakthrough bleeding? Consider BRAND extended regimen, ascending dose
- BRAND in STUDY got more high-risk patients to goal. Consider BRAND for your patients.

Actionable information

GOOD
- Consider human papillomavirus vaccine prophylaxis for appropriate patients
- Breakthrough bleeding issues? Consider an extended regimen, ascending dose OC
- For patients showing inadequate response, consider BRAND

Weaker call to action, good information

POOR
- HPV vaccine now available
- Try BRAND where A1C is an issue
- Your patient not at goal? Use BRAND first

Weak call to action

What to Avoid

- Overtly commercial design
- Bold or distracting colors, images, logos. EHR action colors such as red, green and yellow can be used sparingly. Refrain from using them in call to action text, background and buttons.

- Small fonts and excessive copy
- Promotional (not primarily clinical) copy
- Vague or obvious information
- Acronyms and abbreviations
- Weak or unclear calls to action

- Language that challenges or questions providers' authority
- Indirect or imprecise links that interfere with workflow efficiency

Prescribers perceive a broad range of in-EHR messages as having utility

Evidence shows that thoughtfully constructed messages supporting prescribers' clinical decisions are welcomed in EHR workflow. Yet crafting messages that will resonate with prescribers while in workflow requires several considerations.

Clear, concise messages that support patient care and enable workflow efficiency will be perceived as valuable. Pertinent clinical information with clear direction is most likely to be engaging. Vague statements or those that challenge or question the prescriber's choice of therapy are not advised for use within the EHR environment and will not be widely accepted or approved.

What types of messages are most useful to prescribers?

Over 80% of prescribers surveyed report that in-EHR messaging was useful when messaging followed successful CRx suggestions.

Legend: Not very useful | Moderately useful | Somewhat useful | Very or generally useful

Categories (top to bottom):
- Different route of administration
- Side effect
- Alternative therapy with financial offer
- Common symptom
- New clinical data – alternative
- Less frequent administration
- Add-on for difficult to treat
- National managed care coverage

Axis: 20% — 40% — 60% — 80% — 100%