

Life Science EMR & PMS Planning Advisory Services

- New Drug Launches
- New Drug Indications
- Dosage Changes



Why Lamina Solutions

- **We have over 15 years of experience** working on eHealth and informatics projects with researchers, specialty associations life science organizations
- Expertise in change management, designing and implementing new technology solutions that enhance physician workflow.
- We have extensive relationships with Electronic Medical Record (EMR) and Pharmacy Management System vendors and experienced technology partners and associates we work with

The Challenge

- It can take up to 10 weeks or longer to have a New Drug, New Drug Indication and Dosage Changes listed in an Electronic Medical Record (EMR) or Pharmacy Management System (PMS) after a drug receives Market Status from Health Canada?
- Life science organizations lack the in-house expertise to identify and monitor new drug listings in EMRs and PMS systems

Impact

- Physicians are frustrated that need medications are not available in their EMR's once they learn the benefits of prescribing a new medication to improve outcomes
- Sales representatives are demotivated because product launch momentum is lost when they detail a new drug and they are informed the new drug is not listed in a physician's EMR or pharmacists PMS which restricts a physician from prescribing and pharmacists dispensing the drug.
- Flattens sales trajectory and could impact organizations reputation

1

We work with commercial teams to develop a timeline of when a new drug, new drug indication or dosage change will appear in physician's EMR and pharmacist's PMS as part of a Brands Launch Plan. We will use this process framework to develop the timeline and milestones a timeline:



2

Work with Drug Database companies to ensure they receive new drug, new drug indication and dosage changes information including the Label and Monograph prior to the drug receiving Market Status for both inclusion into their EMR and PMS drug database products so there are no delays in including the drug in drug databases.

3

Train sales representatives with sales aids such as quick reference guides so they understand:

- a. The process for updating New Drug, New Drug Indications and Dosage Changes listings in EMRs and PMSs.
 - b. How to communicate with physicians and pharmacists about their companies drugs in their EMRs or PMSs so they can determine if their companies drug is available and if it isn't how to determine why it isn't and how to communicate with a physician or pharmacist so they are encouraged to update their drug databases if it is within their control.
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4

Work with sales teams to develop a strategy for collecting EMR and PMS vendor information to be included in their CRMs and how to utilize this information including the ability monitor when a new drug appears in a particular vendors EMR or PMS.

5

Respond to sales representatives queries.

6

Present final report.

Contact

We offer a FREE discovery session to determine the benefits (Customer/brand problem analysis) and risks (identification of organizational constraints, regulatory compliance, alignment to strategy, budgets) in launching our services.

For more information contact:

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