

Web Portals for a Successful Launch: Value, Approach, and Options

Disclaimer

The views expressed in this Webinar are those of the presenters, and are not an official position statement by MAPS, nor do they necessarily represent the views of the MAPS organization or its members.

This presentation is for informational purposes only and is not intended as legal or regulatory advice.

Housekeeping

Questions for Presenters:

Please submit questions throughout the presentation using the question box.

On-demand Availability of Webinar:

This webinar and corresponding PowerPoint, as with all previous ones, will be available on demand next week via MAPS Connect and the Content Hub.

Presenters



Joe Pierce

CEO

SciMax Global



Tim Fish

Senior Director, Medical
Information & Scientific
Training

Alkermes, Inc



Mike DeLuca

Senior Vice President of
Medical Affairs

Eversana

Educational Objectives

This session will provide a learning opportunity for our audience by:

- Describing the Evolution of and Emerging Technology for Medical Information Web Portals.
- Explain Web Portal options and practical approaches for implementation of portal solutions.
- Describe regulatory challenges and tactics for successfully ensuring regulatory compliance.

Web Portal - Introduction

Joe Pierce

Evolution of Med Info Self Service Portal

1.0

- Web Based Medical Information Request Form
- MI Contact Information

2.0

- Self Service – Search for and Retrieval of Some MI Content
- Specific Keyword Driven Search
- Login / registration / authentication required

3.0

- Enhanced search and additional MI content types and resources
- Advanced Features - Chat / System Integration / Self-Attestation / Login and History for Certain Features

4.0

- Artificial Intelligence / Natural Language Search / AI Chat Bots



Web Based Medical Information Request Form

Simple Web Based Form

1.0

- Contact Information for the Medical Information Department and phone number for Adverse Event Reporting
- Possible some basic on label information available
- Ability to enter and submit a Medical Information Request
 - Received by MI department via email (some systems could import)



Self Service – Accessing On Label and Off Label

Search & Accessing MI Content

2.0

- Web available content often published or copied as PDF to a location where it is accessible via the web.
- Search terms usually keyword based. Proper keywords must be known and entered exactly correct.
- Registration Required and may ask user to authenticate they are an HCP (some sites actually asked for a NPI or state license number or other verification)
- Content available still mostly is on label Scientific Response Documents (SRDs). Browsing isn't available.

Advanced Features – Chat / Login / History / Integration

Web forms become Web Application

3.0

- Ability for user to create account with login and PW. Ability to see history of previous inquiries and answers.
- Built in Chat function. Initial chat features are direct with MI user at the other end of chat.
- Integration now with content management systems for direct access to content.
- Integration with MI systems where portal is an integrated part of internal MI system.

The Future with Artificial Intelligence

4.0

Robust Searching and Self-Service Capabilities

- Content Enhanced to allow for Natural Language Searching and Results still enforcing only appropriate content responses.
- Enhanced search results able to direct queries to specific portions of content where answer is provided.
- Interactive content allows for consumption through different mediums (phone, tablet, laptop etc)
- AI enabled Chat Bot provides MI responses accurately and detects AE and PC and routes appropriately.

Analytics and Insights – Value for the Entire Organization

Data Collection = Insights Gained

- Data collected through SSP can include HCP interactions, issues related to products / therapies, drug-drug interactions, potential trends in AEs and PCs., common search parameters, value of content and more
- Data provides insight of its own, combined with other systems it is invaluable.
- Decision Support, Predictive Analytics, Investment Opportunities, Risk Assessment based on Trends, Training needs and more are all informed by these analytics.



Medical Portals - Considerations

Michael DeLuca, PharmD, MBA, MSRA

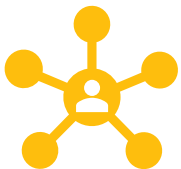
Self-Service Medical Portals – History and Experience

- Implemented 3 self-service Medical Information Portals over last 12 years
 - **1st** HCP Medical Portal built in **2009** on a self-contained platform
 - **2nd** Portal built in **2011** as previous company was acquired and company name and branding changed; also, internal systems (Note: December 2011 FDA DRAFT Guidance Responding to Unsolicited Requests for Off-Label Information About Prescription Drugs and Medical Devices)
 - **3rd** Portal built in **2020 / 2021** partnering with MI contact center vendor and leveraging MI Database and Content Management System



Example 11: If a firm sets up a website that enables viewers to read prepared standard responses for the firm's products that are generated from prefixed pull-down menus naming various disease states, including any standard responses related to off-label uses for the firm's product, resulting requests for off-label information would be considered solicited. Moreover, if this website makes it possible to use search terms to generate standard responses that go beyond the scope of the product information being requested, including off-label use information, resulting requests for and responses to such a search would be considered solicited requests.

Self-Service Medical Portals – Business Case and Benefits



- Medical Information services have continued to evolve over the years, from traditionally providing toll-free numbers and call center support to building self-service portals for healthcare professionals and patients.
- As technology has advanced and the needs of healthcare professionals and patients has changed, companies now need to have technology and innovation roadmaps in place to offer these customers omnichannel solutions to ensure communications are occurring via the *customers preferred method*.
- End goal has always been the same MI serves as a **critically important customer-facing function** that supports the safe and effective use of company products by providing timely, scientifically balanced, evidence based, non-promotional information in response to unsolicited requests from healthcare professionals, patients, caregivers, and payers.
- Portals just another avenue for accomplishing this goal

Self-Service Medical Portals – Business Case and Benefits



Multi-channel medical information systems improve customer experience and allow for actionable insights that can drive value across pharmaceutical organizations.

Self-Service Medical Portals – Key Features



ESSENTIALS

- MI Contact Info
- MI Inquiry Request Form
- MI Search of Response Documents
- Package Inserts
- AE Reporting Info



ADVANCED OFFERINGS

- Congress Information / Presentations
- Pipeline / Clinical Trials
- MSL Request / Look-Up
- Investigator Initiated Study Info
- Grants / Independent Medical Education Info
- Stability Calculators
- Citation Listing of publications
- Resources / Disease State Info



ADDITIONAL CHANNELS

- Live Chat
- Chatbot
- Video Chat / Virtual MSL Access

Self-Service Medical Portals – Key Features & Business Case

- There are number of good resources and publications available regarding MI Portals.
 - Helmich ML. Reducing Call Volume at Medical Information Centers by Switching to a Web-Based Self-Service Facility – What to Consider? Providing Customers with Digital Medical Information on the Internet. *Therapeutic Innovation & Regulatory Science*. 2017;51(3):327-331.
 - Paquette-Lemieux E, Hays S, Gaspo R. US Medical Information Websites Benchmarking: How is Industry Fairing in Usability? *Therapeutic Innovation & Regulatory Science*. 2019;53(3):340-348.
 - Patel P, Gaspo R, Crisan A, Lee J. Where are We Now in Providing Medical Information in the Digital Space? A Benchmark Survey of PhactMI™ Member Companies. *Therapeutic Innovation & Regulatory Science*. 2017;51(3):327-331.
- Important to also do you **own benchmarking** as technology and new features continue to evolve.
- Sharing the related publications, benchmarking, examples, and benefits is often critical in getting buy-in for the budget but also to get legal, regulatory, compliance onboard early in the process.



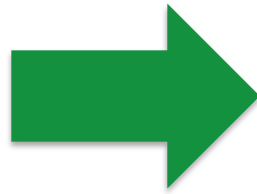
Self-Service Medical Portals – Demonstrating Value

- Important for MI teams to **demonstrate their value** across their organizations and to be seen as an **important strategic player**.
- Because MI provides support throughout a product's life-cycle and is customer facing, MI is in unique position to gather **important and actionable metrics and customer insights**, and also perform data gap identification and identification of off-label use related questions.
- Gathering metrics and customer insights from the portal should really be no different.
 - Number of visitors / number of searches / searches by product
 - Most common search terms and most downloaded responses and materials
 - Important to also implement surveys and feedback mechanism on the portal as well
 - Measurements of customer satisfaction and customer experience are important
 - How easy to find information / How useful was information found
 - Did the information have an impact on clinical decision making
 - Important to also look at inquiries and trends across different MI channels (phone, email, portal, chat, CRM, etc.).



Self-Service Medical Portals – Demonstrating Value

**MI Metrics /
Customer
Insights / Data
Gap Analysis**



**Life-cycle
Management**

**Internal
Training
Needs**

**Clinical Trial
Development**

**Data
Generation /
Post-hoc
Analyses**

**Publication
Planning**

Case Study – Web Portal

Tim Fish RN MBA DNP CENP

Background

First launch of a Medical Information portal

Included in a larger Medical Affairs Digital Strategy

Intend on additional Phases to add to portal offerings and capabilities

Getting Ready

Wish List

- Consult Stakeholders
- Audience/Purpose for site

Gather ideas

- What are others doing?

Vendor Selection

- Capabilities, Compatibilities, Cost
- Involve IT Support

Make the Pitch

- Leadership, Regulatory, Legal, Quality, PV
- Make the business case, Refine, pitch again

What we wanted... And what we got

Driving factors

Modernization and improve customer access/experience

Initial “Wish-list”

- Honor system screening for HCPs
- Submit a webform inquiry
- Mobile device compatible
- Live Chat (no Chatbot)
- Clinical Trials look up
- Information on how to report AE/PC
- Access to PIs, ISIs, Med Guides
- Links to Grant and ISS information

Phase 2 and Beyond

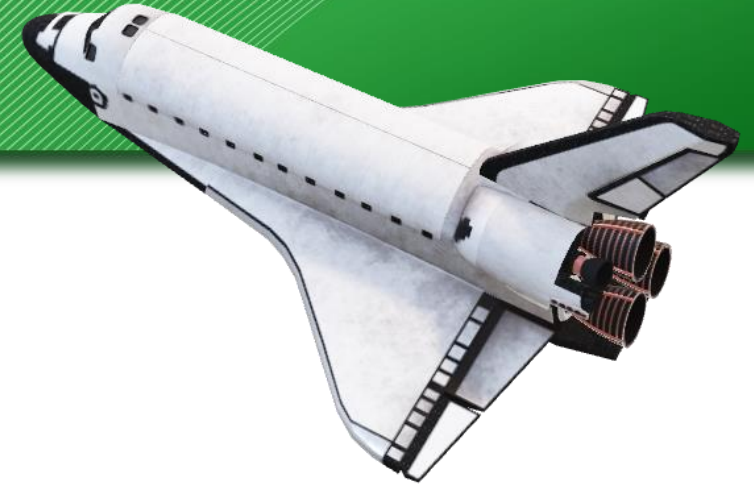
- Self Service to SRLs and FAQs
- Customer Satisfaction Survey
- Clinician customer account
- Find My MSL
- Set up appointments with MSLs
- Calendar of Medical Events
- Product Education
- Disease State Education

Focus on the Chat Feature

- ✓ Hours of Operation
- ✓ Live Chat / Chat Bot
- ✓ Scripts
- ✓ Database Case
- ✓ Share content
- ✓ Business Rules



Getting it Done



Legal and Regulatory Review

- Extensive and thorough
- Involve early and often
- Lots of screenshots
- Proper disclaimers, trademarks
- Privacy Policy Links
- Cookie alert
- Scientific Look/Feel
- Pop-up Alerts

Communication & Training


- Call Center
- Corporate Med Info
- Corporate Communications
- Medical Affairs
- Updating Sales MIRF training

Launching

- Develop an Announcement
- Testing – Live vs Dev?
- Urgent Roll-back
- We-have lift off!
- Plan on recognizing

What's next

Keep on the Radar

- 
- Chat queue alerts
 - Metrics
 - Search Engine Optimization
 - Website names

Next Steps

- Add additional features
- Implement more of the Digital Strategy – Med Affairs site
- Enhance monitoring and respond to Customer Feedback

Thank you!
Questions?