

# Connectivity: Connecting Health Provider to Patient Data



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The traditional role of healthcare management as an episodic, institutional-based health incident management is changing. Today, single providers make most of the treatment decisions. However, there is an emerging trend of community-based management of the whole person with a focus on “self management” as well as multi-disciplinary, evidence-based decisions with the patient as part of the team. More patients are on new and increasingly complex and targeted, specialized treatments, increasing the need for sensitive monitoring and the ability to track and treat.

While healthcare providers in Canada are doing their best to keep up with the emerging trend of managing complex treatment decisions, they are doing so in an environment where there is a lack of healthcare resources both in specialty and general practice fields.

**The traditional role of healthcare management as an episodic, institutional-based health incident management is changing.**

The need exists for a flexible yet systematic approach to treating patients while on specialized therapies in a variety of clinical settings. This would provide the healthcare professional with the ability to access near real-time patient records and important patient and treatment information that effectively connect and link the entire circle of care for the patient.

## A near term solution

Developing customizable portal technology platforms that allow healthcare providers, patients, labs and other healthcare professionals to communicate effectively, can be an effective solution. A single electronic system that provides near real-time information to simplify the tracking and monitoring of patients has many benefits, as described below.

### Healthcare professionals

- Real-time access to their patient data in a variety of clinical settings reducing administrative time and unnecessary patient visits and calls
- Ability to track initiation and adherence to complex therapy as well as monitor and communicate clinical outcomes to the entire circle of care

### Patients

- Communicating any “self monitoring results” to assist their healthcare providers in making treatment decisions
- Avoid unnecessary visits to the doctor’s office

## A real life application

An online system connecting all parties was developed, for a chronic and complex disease and its associated therapy.

The portal was designed to connect specialist prescribers, nurses, reimbursement experts, community resources and labs using an easy to use and secure electronic interface that provided shared and restricted views of patient information and outcomes.

This system has effectively allowed the healthcare provider to easily enrol the

patient for support services and track patient progress from reimbursement efforts to initiation and administration of therapy and subsequently monitor progress via predetermined clinical markers throughout therapy.

All stakeholders have been able to realize the time-saving benefits of communicating and making treatment decisions via a single source where all relevant patient information is contained.

### Critical success factors

Critical to the success of any portal design and development is in-depth understanding of the disease, treatment monitoring requirements and healthcare provider workflow. This ensures that the tool is efficient, easy to use and in compliance with clinical, privacy and security regulations.

Significant time and energy should be directed to the training and field testing of any portal to ensure user acceptance, technical compatibility, security and robustness in a variety of settings.

While there are many changes in electronic management of patient information in planning and in process, initiatives such as that described above, fill an important short-term gap using currently available technology. **CPM**

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## Pam Stewart Named President of Euro RSCG Life Canada

Euro RSCG Life is pleased to announce the appointment of Pam Stewart as President of Euro RSCG Life Canada.

Pam's entire 18-year career has been devoted to the pharmaceutical industry, beginning client side with the Upjohn Company of Canada in the early 90s. Pam zeroed in on her true calling during an internal hospital training session with a product manager who was sharing new ad concepts, which the agency had just presented. It was then that she realized her passion for bringing brands to life through a tightly aligned strategic and creative process. So she made the leap into pharma advertising 13 years ago and never looked back.

Throughout her career, Pam has worked her way through all levels of account service and senior management while always keeping a close connection to the creative. In her experience, great ideas usually involve a combination of honing in on the one key barrier or opportunity in the marketplace, a disciplined strategic and creative thinking process, and marketing intuition. She also had the opportunity to co-found her own healthcare agency, the success of which was due in part to her entrepreneurial spirit, ability to build trust with clients, and capacity to work collaboratively across advertising disciplines to drive business results for clients. It's a model that she still follows today as a "working President" who actively engages in client business.

Pam's working model is also a great fit for Euro's entrepreneurial culture and unified environment that's focused on taking our clients to the Future First.



**EURO RSCG LIFE**  
**Future First**