



Healthcare Information Technology Specialist Outsourcing



Health systems and integrated delivery networks (IDNs) are focused on improving population health and outcomes. Electronic health record (EHR) technologies house patient data that, once integrated into reporting tools, support effective patient management.

However, end users of EHR systems often are not trained to use them for analyzing their therapeutic area — and health systems' IT staff resources are spread very thin. In addition, corporate Health IT priorities may not be aligned with the Health IT needs of clinicians in individual therapeutic areas.

Pharmaceutical manufacturers have an opportunity to educate health system stakeholders to harness their EHR systems to improve population health management and optimize patient care.

Challenges of EHR

- Disparate systems
- Inconsistent and variable data
- Lack of visibility
- Gap in internal technical qualifications
- Reporting difficulties
- Underutilized health equity capabilities

The opportunity for pharma companies

1. Current health system pressures provide an opportunity for pharmaceutical companies to educate stakeholders on leveraging existing technologies to improve patient outcomes
2. Health systems could benefit from strategic guidance on using EHR technology to facilitate and improve patient care in key therapeutic areas
3. Healthcare providers could benefit from overcoming gaps and improving workflow
4. A healthcare IT specialist educate health systems and clinicians on EHR optimization to improve care pathways



Key business benefits

- Amplification of best practices leveraging EHR capabilities to better manage populations
- Positive healthcare provider experience and improved clinical decision making
- Safe use and improved access to treatments in appropriate patient populations

Key patient benefits

- Improved care and positive impact on health outcomes
- Better clinical management and education
- Evolution of care from reactive to proactive management

Help providers get more from their EHR

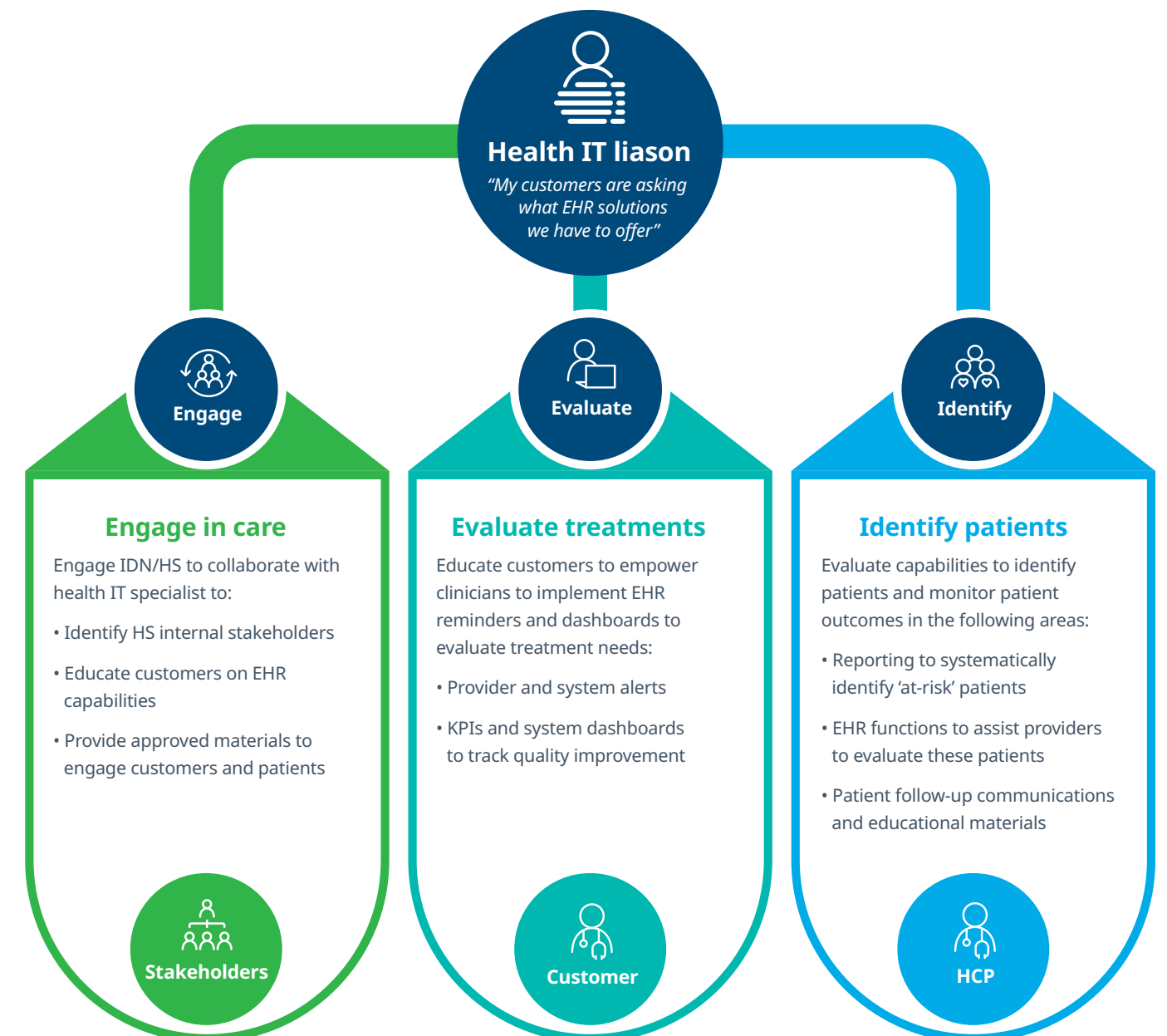
Pharma companies need a dedicated individual to identify gaps in patient care and educate on EHR capabilities to resolve these gaps.



A dedicated healthcare IT specialist can support health systems and IDNs by:

- Conducting workflow assessments and identifying gaps
- Provide guidance on alerts, reminders, and solutions to evaluate patient care
- Identifying patients with unmet medical needs (at-risk, under- or un-diagnosed, not meeting clinical goals)
- Guide use of EHRs, e-platforms to provide patient education
- Advise on creation of product-specific order sets

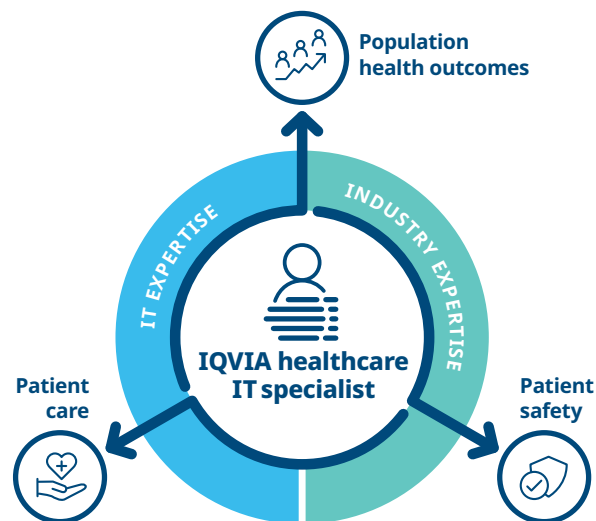
This healthcare IT specialist role is focused on educating clinicians on how to use alerts, reporting, patient portals, and reminders in the EHR systems providers already have in place.



Why outsource the healthcare IT specialist?

Outsourcing this role to IQVIA can help pharma companies support clinicians in their efforts to improve population health outcomes, patient safety, and patient care. With their IT and industry expertise, IQVIA teams can optimize EHR systems quickly, removing the burden from internal teams whose workload is already at capacity.

Once clinicians have access to better reporting from their EHR systems, they can find patients who are at risk, not optimally treated, or not achieving the health outcomes they desire. From there, the clinician decides the next steps to take in patient care.



Success of the Healthcare IT Specialist

SITUATION

One pharma company recognized an opportunity to support health systems upon gathering account manager insights from clinicians around optimizing EHR and e-platforms. The account managers could manage through initial conversations, but technical knowledge and qualifications to conduct workflow assessments and educate clinicians on EHR was lacking.

IQVIA PROVIDED THE FOLLOWING SOLUTIONS:

- Developed a new healthcare IT specialist role and implemented ways of working with other customer-facing roles
- Supported all aspects of the role definition in field deployment
- Provided team to support implementation of initial pilot program
- Designed and measured against success metrics

RESULTS

- Developed the training program for the new healthcare IT specialists
- Trained other customer-facing teams
- Received 80 requests for health system support in the first 90 days
- Expanded the healthcare IT team to increase capacity of the highly utilized team
- Nearly 25% of engaged accounts implemented a patient report to identify patients with unmet medical needs following engagement with the healthcare IT specialist
- Customers used resulting lists from EHR system to reevaluate testing and treatment

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IQVIA is the pharma industry's partner in health system strategy and execution. Contact us to open new opportunities to partner with health systems.

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