

PUBLISHER Lisa Banket
EDITOR Taren Grom
CREATIVE DIRECTOR Marah Walsh

MANAGING EDITOR
 Denise Myshko

SENIOR EDITOR
 Robin Robinson

FEATURES EDITOR
 Kim Ribbink

DESIGN ASSOCIATE
 Ariel Medel

DIRECTOR OF SALES
 Cathy Tracy

NATIONAL ACCOUNT MANAGER
 Suzanne Besse

WEBCAST NETWORK PRODUCER
 Daniel Limbach

CIRCULATION ASSISTANT
 Kathy Deuliis

Copyright 2014
 by PharmaLinX LLC, Titusville, NJ
 Printed in the U.S.A.
 Volume Fourteen, Number Five

PharmaVOICE (ISSN: 1932961X) is published monthly except joint issues in July/Aug. and Nov./Dec., by PharmaLinX LLC, P.O. Box 327, Titusville, NJ 08560. **Periodicals postage paid** at Titusville, NJ 08560 and additional mailing offices.

Postmaster: Send address changes to PharmaVOICE, P.O. Box 292345, Kettering, OH 45429-0345.

PharmaVOICE Coverage and Distribution: Domestic subscriptions are available at \$190 for one year (10 issues). Foreign subscriptions: 10 issues US\$360. Contact PharmaVOICE at P.O. Box 327, Titusville, NJ 08560. Call us at 609.730.0196 or FAX your order to 609.730.0197.

Contributions: PharmaVOICE is not responsible for unsolicited contributions of any type. Unless otherwise agreed in writing, PharmaVOICE retains all rights on material published in PharmaVOICE for a period of six months after publication and reprint rights after that period expires. E-mail: tgrom@pharmavoic.com.

Change of address: Please allow six weeks for a change of address. Send your new address along with your subscription label to PharmaVOICE, P.O. Box 292345, Kettering, OH 45429-0345. Call us at 800.607.4410 or FAX your change to 937.890.0221. E-mail: mwalsh@pharmavoic.com.

IMPORTANT NOTICE: The post office will not forward copies of this magazine. PharmaVOICE is not responsible for replacing undelivered copies due to lack of or late notification of address change.

Advertising in PharmaVOICE: To advertise in PharmaVOICE please contact our Advertising Department at P.O. Box 327, Titusville, NJ 08560, or telephone us at 609.730.0196. E-mail: lbanket@pharmavoic.com.

Letters...

Send your letters to feedback@pharmavoic.com. Please include your name, title, company, and business phone number. Letters chosen for publication may be edited for length and clarity. All submissions become the property of PharmaLinX LLC.



Electronic Health Records Open Up New Opportunities



one healthcare organization, whereas EHR solutions, which replace paper-based patient record systems, allow for health-related records to be shared across multiple organizations.

A recent CMI/Compas whitepaper reported that according to research by Medscape in 2012, 74% of physicians responded yes when asked if they are currently using an EHR system. The same study reports that the current EHR market is very fragmented, with most suppliers having less than 10% market share. It is predicted that there will be consolidation across the more than 300 EHR vendors; some will be acquired for list acquisition purposes while the high cost of business will lead to some smaller platforms going away.

EHR adoption is being driven by The Health Information Technology for Economic and Clinical Health (HITECH) Act of 2009, which provides financial incentives to be paid to providers who use EHRs in a substantial and meaningful way to manage patient care. This is referred to as Meaningful Use and is being rolled out in stages with each stage introducing stricter requirements for EHR adherence. By 2015, hospitals and doctors will be subject to financial penalties under Medicare if they are not using EHRs.

Experts and analysts alike agree that as the industry moves into Meaningful Use II, things will start to get interesting. There are additional requirements around patient access to and communication within EHR platforms. These include providing an InfoButton to patient education, secure communications, allowing patients to view their records, and providing reminders to patients.

CMI/Compas believes that increased engagement by the patient will improve efficiency, documentation, patient satisfaction, and adherence. Furthermore, they say this will lead to an increase in patient portals, which offer an opportunity for enhanced physician-patient communication.

This month's Forum discusses the opportunities and challenges of EHR in the coming months and years. Some optimists in the industry believe that EHRs will provide pharma companies with another method for messaging physicians at the point of care, while skeptics believe pharma will have to take a back seat until all the evolving pieces of the Affordable Care Act are in place, and the healthcare industry in its entirety has mastered the function of EHRs.

In either scenario, there are opportunities for pharmaceutical companies and their partners to connect with patients, pardon the pun, in a much more meaningful way.

Regards,

Taren Grom
 Editor

tgrom@pharmavoic.com

Their Word...

DENISE MYSHKO
 Managing Editor



Pharmaceutical companies are looking to big data tools and social media for better, faster trial recruitment.

ROBIN ROBINSON
 Senior Editor



EHRs represent another channel to provide physician and patient education, but how the industry can effectively do that is still in question.

KIM RIBBINK
 Features Editor



Pharmaceutical companies are finding success in Malaysia thanks to growing government support, good infrastructure, and a trusted manufacturing environment.

COMING in June 2014

- > Personalized Medicine
- > Creating Great Creative
- > DIA Preview — 50th Anniversary
- > Leadership Development: Board of Director Positions
- > Advertising and Social Media
- > C-Suite — Digital Marketing
- > Market Focus — Thailand
- > Showcase Feature — Clinical Trial Solutions