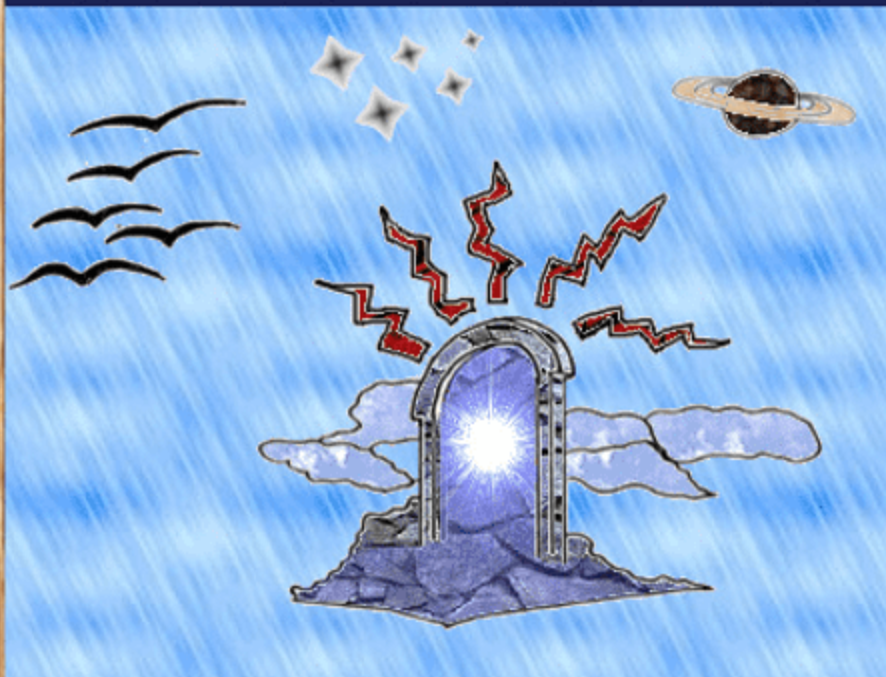# Where's Waldo?

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There are patients out there desperately in need of our drug. Not too many as this is a rare disease, but there are. It behooves us to find them for two reasons. First, to assuage their misery and bring solace to their embattled life. Second, to garner the financial resources needed to allow us to pursue this commendable mission.

The key problem is this: Where is Waldo? Only bigger. In the children's picture book, we are elated to find Waldo. In our quest, Waldo is no longer a 2D drawing but a flesh and blood human being. So when we find Waldo, it's double elation as Waldo is also elated to find us! This win-win is a definitely a worthwhile pursuit.

There are 3 ways to find Waldo.

1. Site Alerts

What's a Site Alert? It is a real-time electronic signal that indicates which Physician is prescribing which drug to a patient, along with useful demographics on the patient. This means that with the right list of drugs in hand, you can act upon the electronic alert. You dispatch a rep to call on the Physician right away to investigate if it's a relevant patient.

For the record, Site Alerts trace their roots to group practices that contracted with GPOs such as McKesson, Cardinal, and ION/ABC to get a price discount. The GPO places a medicine cabinet in the group practice and a replenishment signal is sent to the GPO each time the Physician removes a drug from the cabinet. It did not take long for the GPOs to realize that they could sell these signals to the Manufacturer. The only change was to have the signal take a quick detour through the EMR to pick up some information on the patient such as diagnosis and lab tests before heading to the Sales Operations department of the Manufacturer.

2. Triggers

Triggers are similar to Site Alerts in many ways. Instead of working off medicine cabinets, they work off claims and, as a result, are not as real-time. The driving force here is predictive analytics. In a nutshell, the data is analyzed for patterns that relevant patients exhibit and when a patient exhibits one of these patterns, a Trigger is issued. Of course, there are false positives. The wider we cast the net, the more fish we catch but also more boots. Some false positives are welcome as we need to feed reps with a constant supply of leads every week. Too many false positives (bogus alerts) though may undermine the credibility of headquarters.

For the record, Triggers is what Claims data vendors came up with when they saw the industry, especially Oncology, aggressively seek out and gobble up Site Alerts. They quickly figured out that real time was not always a requirement and in many cases current would work just the same. In some cases, the advanced noticed would be a blessing e especially for drugs indicated

for second or later lines of therapy. The fact that patterns need to be sought, vetted, and modified fed directly into the machine learning frenzy, making Triggers more popular than ever.

3. Pop-Up's from Cutting-Edge EMR

What's a Pop-Up? It's an invitation the EMR sends to an HCP (at work on the EMR) to opt in and grant permission to the Manufacturer to contact the HCP. The Pop-Up is a service the EMR sells to the Manufacturer to target eligible Physicians. Most eligibility criteria bear on the patients of the treating Physician.

Quick background. There is a firewall between the EMR and the Manufacturer, which prevents the Manufacturer from going after the Physicians in the EMR. Interestingly, no one prevents the Manufacturer from providing eligibility criteria to the EMR which the EMR can use to identify Physicians. The EMR can still not flag eligible Physicians to the Manufacturer. What the EMR does instead is serve up a Pop-Up to the Physician and if the Pop-Up is clicked, it gives the Manufacturer permission to go after the Physician. What the Pop-Up does in essence is to allow the Physician to come forward from behind the firewall. This Pop-Up service is very new and is only offered by cutting-edge EMRs. Don't be surprised if your EMR never heard of this or explains to you that this is impossible...
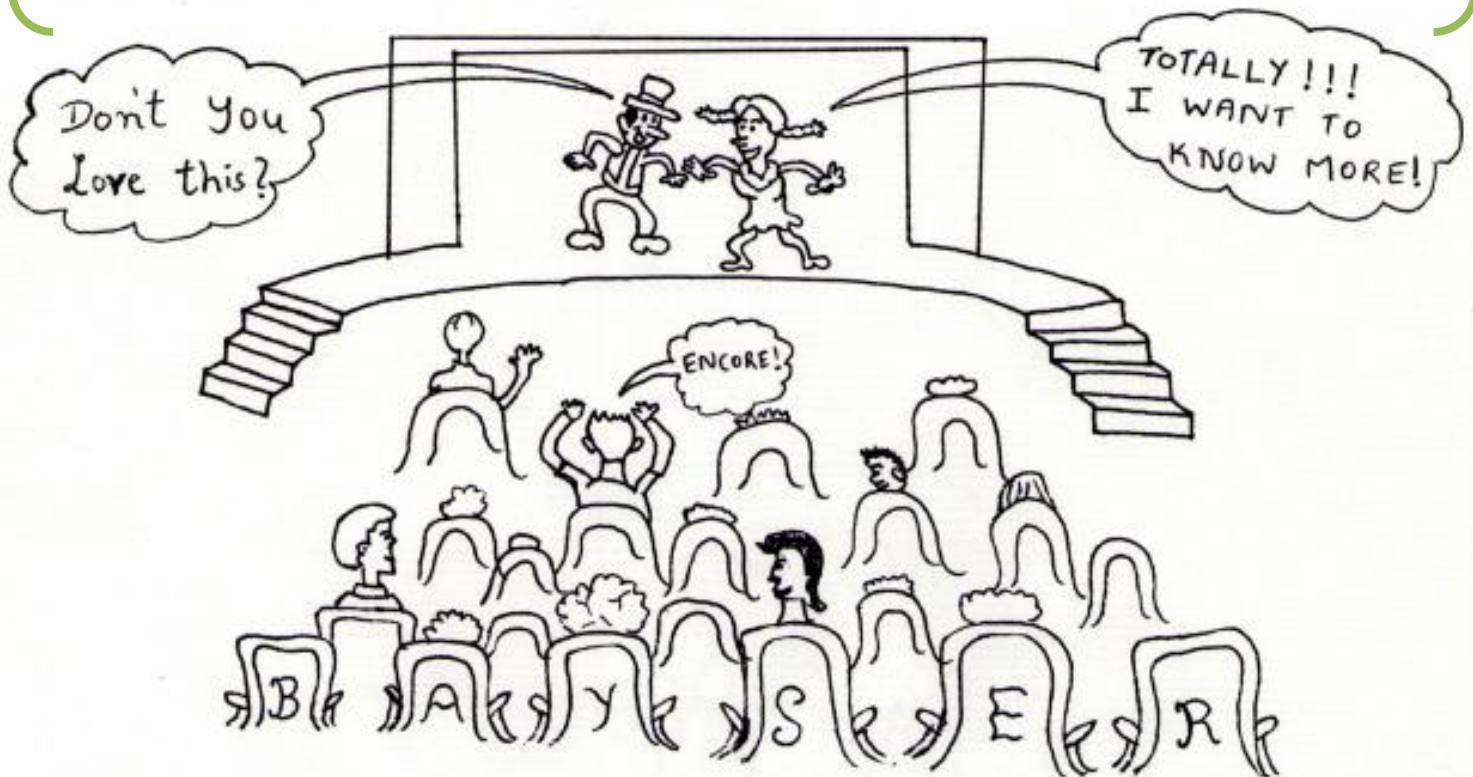
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Founder & President

Jean-Patrick Tsang is the Founder and President of Bayser, a Chicago-based consulting firm dedicated to pharmaceuticals sales and marketing. JP has worked on 250+ projects to date including ROI optimization, data strategy, and study design to mention just these. JP publishes and gives talks on a regular basis and runs one-day classes on various subjects related to data and analysis.

In a previous life, JP deployed Artificial Intelligence to automate the design of payloads for satellites and was the adviser of two PhD Students. JP holds a Ph.D. in Artificial Intelligence from Grenoble University and an MBA from INSEAD in France. He was also the Recipient of the PMSA Lifetime Achievement Award in 2015. He can be reached at (847) 920-1000 or bayser@bayser.com.

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