Pfizer, phactMI, and Elsevier collaborate to make medical information easy to search and quick to find

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“Healthcare professionals now have one access point to search for and obtain current, evidence-based drug information to support clinical decision-making on multiple manufacturer products.”

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Summary

With the growing responsibilities and accelerating pace of work expected of healthcare professionals (HCPs), delivering a mechanism for transparent and easy access to high-quality information about the pharmaceutical products they use for patients is imperative. Committed to serving patients, Pfizer has joined other companies in partnership with Elsevier to make medical information accessible via phactMI.org, a platform powered by Entellect. Mary Sendi, North America Medical Information Regional Lead at Pfizer and the President of the Board of Directors of phactMI, and Annamaria Crisan, Medical Information Global Systems and Operations Lead at Pfizer, share thoughts on the impact of this initiative and their experiences working with Elsevier on such a groundbreaking project.
Keeping up with the fast pace of healthcare

The daily care of patients in medical settings—be it hospital, clinic, pharmacies, or doctor’s office—is a demanding balance of time spent with patients, on administrative tasks and gathering information to make correct and timely treatment decisions. Medical Information experts at top pharmaceutical companies like Pfizer are very aware of this time pressure. More importantly, they recognize the important role that accurate, reliable and easy-access medical information plays in freeing up time for HCPs to spend with patients.

Annamaria Crisan oversees Pfizer’s global medical information technology systems from a business perspective. She explains: “HCPs are under increased pressure to see more patients and perform more tasks within the healthcare system. Additionally, they need to keep up to date with new treatment options and have answers readily available as patients educate themselves and actively participate in their treatment decisions. With this growing complexity, increasing workload and the desire to spend more time with their patients, HCPs are looking for quick answers to their questions.”

Mary Sendi, who leads Pfizer’s Canada and United States Medical Information operations, adds:

“Today, HCPs have a wide range of medical information needs. As pharmaceutical medical information leaders, we are dedicated to supporting HCPs in their commitment to provide quality patient care.”

Collective leadership to do more

Pfizer is a member of phactMI, a 501(c)(6), a consortium of over 30 pharmaceutical companies that, as Mary describes, “transforming the accessibility of medical information through first-of-its-kind industry collaboration, delivering medical information to HCPs at a time when it is ever so paramount.” This year, Mary was elected as President of the Board of Directors of phactMI and she relishes the unique opportunity for idea exchange and inspiration. “I have numerous thought partners who challenge each other’s thinking and provoke all to innovate!”

phactMI and Elsevier have developed a one-stop online platform for medical information. “HCPs now have one access point to search for and obtain current, evidence-based drug information to support clinical decision-making on multiple manufacturer products,” says Mary. “This is very exciting for me as a pharmacist!” she adds. “Over the long term, I hope that HCP awareness and usage of this service will increase.”

Accessible means searchable, accurate and easy to find

Annamaria was part of the Pfizer team that worked with Elsevier to make Pfizer medical information content accessible to HCPs on the Entellect platform. Her role was instrumental in testing the user experience, particularly regarding search engine performance, as well as testing the relevance of the returned information against the questions searched. “Searchability of the information of interest is key to meeting information needs with minimum effort from HCPs,” Annamaria explains. “A powerful search engine is critical in surfacing the correct answer to a search, as well as limiting the ‘noise’—that is, information that is less relevant.” Beyond ease, reach is also an added value of the collaborative approach. “HCPs have at their disposal a variety of resources to access information but partnering with other organizations helps us meet HCPs where they are.”

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The three-way collaboration was very successful. Annamaria interacted with an Elsevier team that included the Professional Services Group and Entellect product teams that were “very collaborative and understood our business needs.” More specifically, she names alignment and agility as reasons for this success. “They were very responsive to our comments and requirements for improvement. They have been great collaborators with us. One of our imperatives is to provide easy-to-access and easy-to-use information and work with the Elsevier team was aligned with this goal. Additionally, learnings from this project could be potentially leveraged with our own Medical Information organization.”

Mary also understands that the journey continues as medical information expands and HCP demands for accessible information evolve. “The healthcare environment has been changing rapidly as technologies develop and HCP preferences about how they access information evolve,” she says. “Medicine is becoming more complex and personalized requiring HCPs to have a great depth of knowledge. They need immediate access to information how, where and when they want it. We are truly breaking new ground with this single medical information platform across multiple pharmaceutical companies. This is simply an amazing achievement.”

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“Doing well together for patients”

When asked why Pfizer joined phactMI, Mary points out that “Pfizer’s purpose is the north star that motivates every single colleague—breakthroughs that change patient lives.” As President of the phactMI Board of Directors, she encourages member and non-member companies to “engage with our phactMI technology journey and specifically Elsevier’s Entellect platform. Ask questions, consult members who are currently on the platform, understand successes and challenges during the onboarding,” she advises.
Entellect

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