


# Provider Communications Not Hitting the Mark?




**Only through Veradigm® can you get access to targeted users of the largest ambulatory EHR provider, directly at the point of care.**


Reaching your specific providers of interest at the point of care is essential. The good news is the right partner—one with the right tools to drive awareness of your key message—can make it easy. Veradigm leads the point-of-care communications market with exclusive, highly targeted, point-of-care solutions reaching tens of thousands of healthcare providers across multiple point-of-care platforms from Allscripts®.

|             |                              |  |        |
|-------------|------------------------------|-------------------------------------------------------------------------------------|--------|
| Platform    |                              | VERADIGM                                                                            | OTHERS |
| TARGETING   | Patient-Centric Segmentation | ✓                                                                                   |        |
|             | Login screen Messaging       | ✓                                                                                   |        |
| TOUCHPOINTS | Provider Workflow            | ✓                                                                                   |        |
|             | Patient Visit                | ✓                                                                                   |        |
|             | Coupons                      | ✓                                                                                   | ✓      |
| REPORTING   | NPI Data and Value Analysis  | ✓                                                                                   |        |
| REACH       | Multiple EHRs                | ✓                                                                                   | ✓      |


## ONLY VERADIGM DELIVERS...

-  Point-of-care promotional messaging direct to users of Practice Fusion and Veradigm ePrescribe™ platforms.


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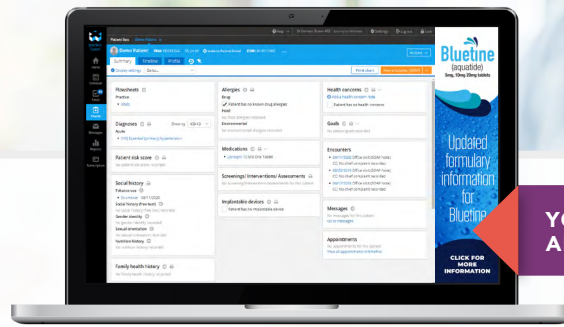
-  Multiple touchpoints throughout the provider workflow—before, during and after patient visit.

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-  Dominant share of voice at targeted points of the Practice Fusion and ePrescribe EHR workflows.

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-  Unique campaign reporting & analytics to help drive brand insights.



**Your exclusive source for messaging to users of Allscripts®-owned EHR platforms, including Practice Fusion and Veradigm ePrescribe™**

**A comprehensive, flexible, targeted solution to reach healthcare professionals of interest from the largest provider of ambulatory EHR solutions.**

Unlike every other messaging channel available to help you meet your goals, only Veradigm® empowers you to communicate via a channel that providers view as mission-critical—their EHR.



### WIDE RANGE OF TARGETING TRIGGERS

including patient-centric provider messaging using HCP specialty designation, pharma target list, ICD10 & NDC.



### DE-IDENTIFIED PATIENT POPULATION DATA

informs provider messaging.



### PROVEN RESULTS VALIDATED

through prescription and physician-level data.



### BROAD REACH AND HIGH FREQUENCY

from the only solution that delivers contextual messaging throughout the EHR at scale.

**Veradigm® Solutions—  
Transforming Health,  
Insightfully**

For more information on how Veradigm promotional messaging is uniquely positioned to support your goals, contact us at [veradigm.com/contact](https://veradigm.com/contact) or visit us at [veradigm.com](https://veradigm.com).