

Message from RxVantage

As the COVID-19 pandemic continues to evolve, we have fielded thousands of inquiries from our medical office community about updating and communicating protocols for industry reps and vendors. What we thought was a nice-to-have feature of our free service has **become mission-critical for practice communication overnight**.

Given the volume of inquiries we are receiving, we wanted to share some of the insights and guidance we can offer so that you might share it proactively with your members.

1. In communities with a large presence of COVID-19, many practices are temporarily suspending on-site appointments with reps (most for 4-6 weeks). Those that use RxVantage are able to quickly implement these schedule changes and allow the system to automatically notify the reps.
2. Practices that rely on reps for samples are developing new protocols to ensure their supply isn't disrupted. They are designating very specific times and appointments for sample drops and new locations where they will be signed for, depending on their physical office space (examples: side door, separate room, parking lot; sample drop appointments on Tuesday & Thursday 3:30 - 4:00pm).
3. Many practices are setting up phone or web meetings with specific reps (nurse educators, reimbursement specialists, MSLs), so they can continue to educate and help the right people in the practice.
4. Practices are communicating updated processes and protocols by mass-messaging all of their reps through RxVantage. Knowing that all reps receive their updates gives these practices the confidence that reps know how to act in their practice or not come in at all.
5. Some large medical groups and systems are rolling out these new protocols across all of their practice locations to ensure consistency of communication and enforcement of their policies.
6. Some major life science companies have instructed their reps to stay home for the foreseeable future.

Additionally, here is a [sample policy/protocol](#) that one of our large health systems asked us to send out to all of their reps through our platform. Feel free to customize it as you see fit.

Lastly, if your members are struggling to manually communicate with their rep community, or simply can't find all of their reps contact information, we're here for them. We are a free service (and always have been) and we can provide them with an account in a matter of minutes, so they can begin communicating with their reps immediately.