

## CONSIDERATIONS FOR

# Engaging With Your Referring HCP Community



Your newly activated REMS-certified SPRAVATO® treatment center plays a critical role in educating the local healthcare community and patients about the availability of SPRAVATO®. Patients and providers may be unaware that access to SPRAVATO® is available nearby.

By establishing and maintaining relationships with referring healthcare providers (HCPs), you can serve your patients and support continuity of patient care.

## Getting Started



- 1 Determine which local specialty providers**, including psychiatrists, primary care physicians (PCPs), physician assistants (PAs), nurse practitioners (NPs), mental health HCPs, psychotherapists, clinics, and hospitals, are treating patients who may be appropriate for SPRAVATO®.



- 2 Reach out to prospective referring HCPs** using resources available in the Treatment Center Communications Toolkit. Consider hosting introductory meetings or events to convey the patient experience, including the referral process.



- 3 Clearly communicate your process** for accepting patient referrals, including accepted insurance plans and required intake forms. Be specific about all the steps a referring HCP must undergo in order to refer appropriate patients to your center, and provide links or attachments so they may access any required forms.

***For additional information on creating engaging social media content, calendar events, and more, see the Communications FAQs included in the Treatment Center Communications Toolkit.***

**Establishing a one-on-one relationship with a referring HCP can help build trust, ensure the appropriate patients are identified and treated, and facilitate continuity of care.**

REMS=Risk Evaluation and Mitigation Strategy.

Please see [Indications and Important Safety Information](#), full [Prescribing Information](#), including **Boxed WARNINGS**, and [Medication Guide](#) for SPRAVATO®.

# Planning Communications With Referring HCPs

## Communications should be:



### Timely

**Create a schedule** for regular check-ins to discuss shared insights and address concerns about patients receiving SPRAVATO®.

**Build contact lists** of potential and current referring HCPs and keep track of communications that are sent to each. Keep a record of interactions and responses to help make communication more efficient and personalized.



### Supportive

**Identify key information** you want to convey to your referring HCPs about your treatment center. This may include information on your SPRAVATO® treatment approach, patient stories, staff expertise, and any unique amenities or services. Utilize educational materials and resources that you can share with HCPs.



### Measured

**Maintain relationships** with HCPs who frequently refer to your treatment center to ensure appropriate patients have access to SPRAVATO®.

**Solicit feedback** from HCPs on their experience referring patients to your center. Use their input to continually improve your services and strengthen your collaboration.

Once you have created a framework for planning HCP communications, refer to the [Communications FAQs](#) and the [Treatment Center Communications Toolkit](#) for more resources.

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