



Quantitative review of survey studies to assess the effectiveness of risk minimisation

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OXON is a service provider of global safety and outcomes observational studies

Not speaking on behalf of the London School of Hygiene & Tropical Medicine (LSHTM)

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- **Esther Artime: Research Associate in PE & RM**
- Consultants: Prof. Stuart Pocock, LSHTM
Prof. Jeffrey Aronson, Oxford

Bayer Epidemiology

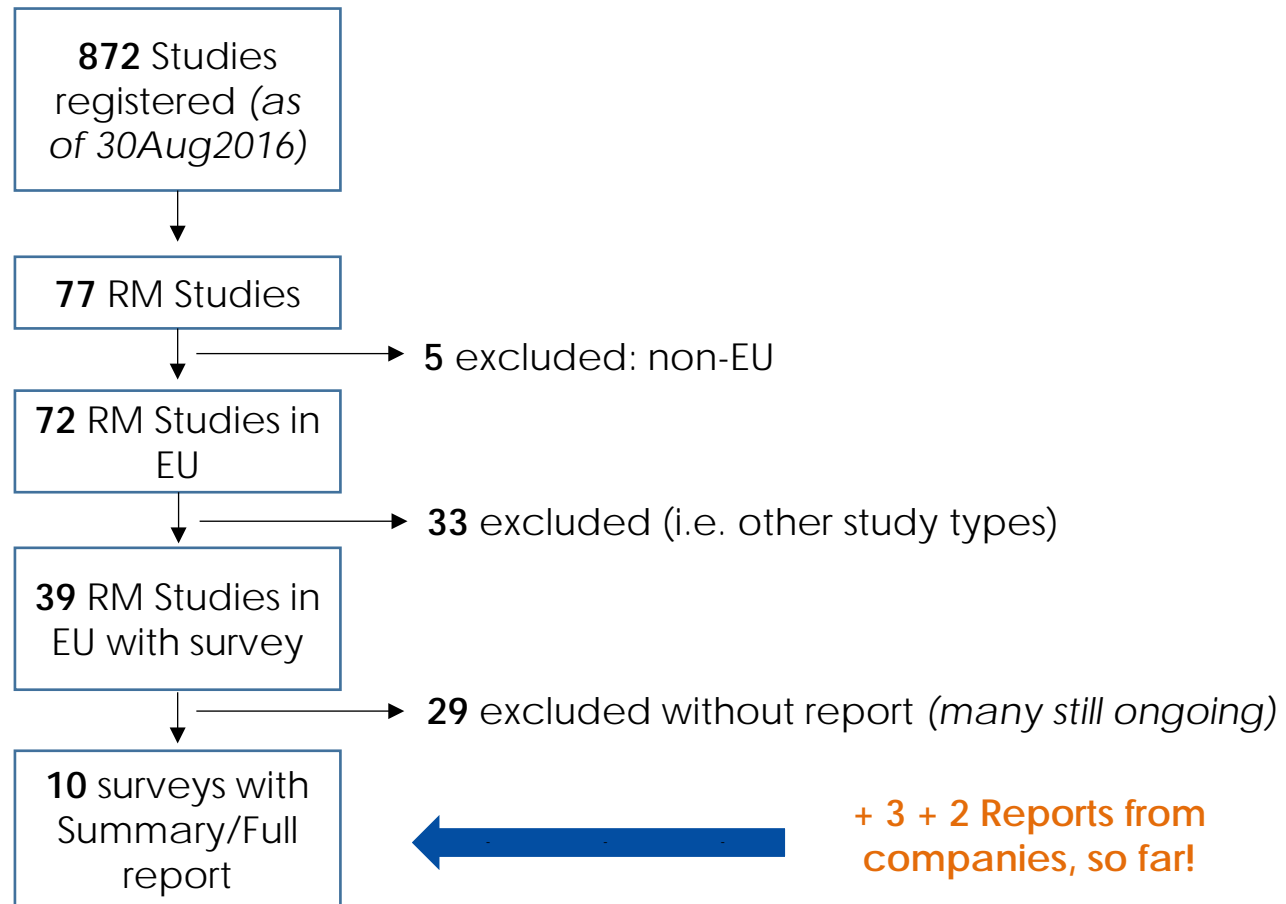
- Montse Soriano Gabarró, MD, MSc
- Alex Asiimwe, PhD
- Pareen Vora, MSc

ENCePP SIG on Impact of PV Activities

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- **Aim:** A review of available survey studies to assess the effectiveness of risk minimisation measures (RMMs)
 - **Type of RMMs:**
 - Routine: SmPC or PIL
 - Additional: e.g. educational materials
 - **Data sources:**
 - Reports from EU PAS Register
 - +/- Reports from pharma companies
 - +/- PRAC Minutes
 - +/- Data from EMA on consequences
 - **Standard methods** (with Bayer Epidemiology)

Study Selection

EU PAS Register



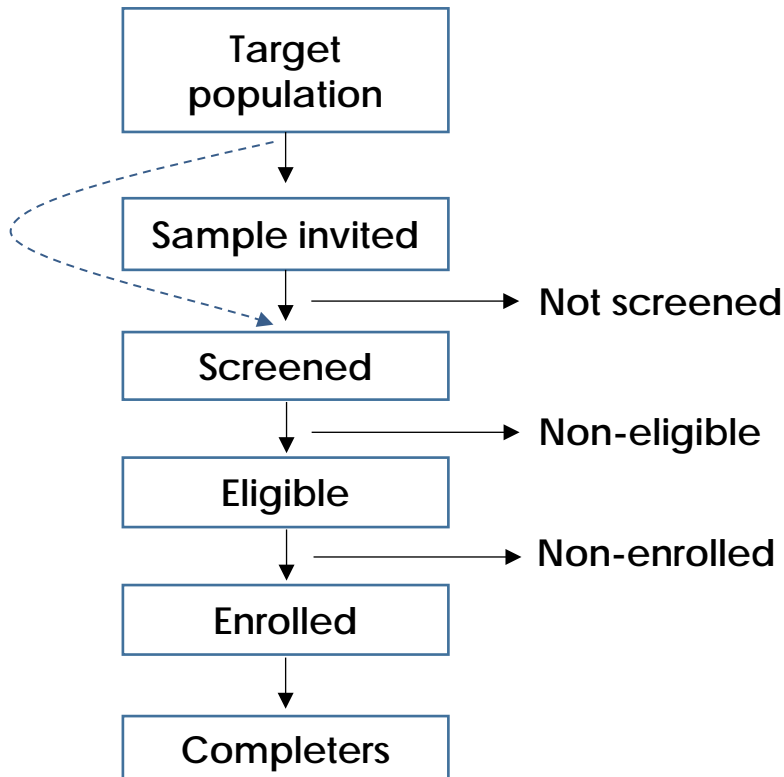
Preliminary Results I

Study characteristics

Drug	Indication	RMMs	Safety concerns targeted	Target	Countries	Sampling
voriconazole	Fungal infections	PAC, Q&A brochure, HCP checklist	Phototoxicity, Squamous cell carcinoma of the skin, hepatotoxicity	Specialists	10	All identified prescribers approached
quetiapine	Antipsychotic	Educational materials	Extrapyramidal symptoms, somnolence, weight gain, lipid changes, hyperglycemia, metabolic risk factors	Specialists / GPs	8	Distribution list - random
dabigatran	Stroke prevention in AF	PAC, Prescriber Guide	Bleeding	Specialists / GPs (3A) / patients (3B)	8	Random
cyproterone acetate & ethinilstradiol	Acne / hirsutism in women	PAC, HCP brochure and checklist, DHPC	Indication dropped, thromboembolic complications	GPs	1	Unclear
retigabine	Epilepsy	Physician's Guide	QT prolongation, voiding dysfunction	Specialists	7	Random
retigabine	Epilepsy	DHPC	Eve, skin and subcutaneous disorders	Specialists	7	Random
atomoxetine	ADHD	HCP leaflet, checklists, recording chart	CV and cerebrovascular disorders, need for BP and heart rate monitoring	Specialists	5	Unclear
atomoxetine	ADHD	HCP leaflet, checklists, recording chart	CV and cerebrovascular disorders, need for BP and heart rate monitoring	Specialists / GPs	5	Unclear
rilpivirine alone / combination	HIV-1	Routine i.e. SmPC	Development of resistance	Specialists / GPs / Nurses / Pharmacists	9	Unclear
denosumab	Bone metastases	Routine i.e. SmPC	Osteonecrosis of the jaw	Specialists	9	Random / stratified

Preliminary Results II

Variability: Participation data



Variability in definition and terminology:

Response rate:

- Completers / eligible
- Screened / (Invited – undelivered)
- Responding or screened / Invited
- Agreeing to participate / contacted

Completion rate = Completers / eligible

Cooperation rate = completers / agreeing to participate

Eligibility rate = Eligible / screened

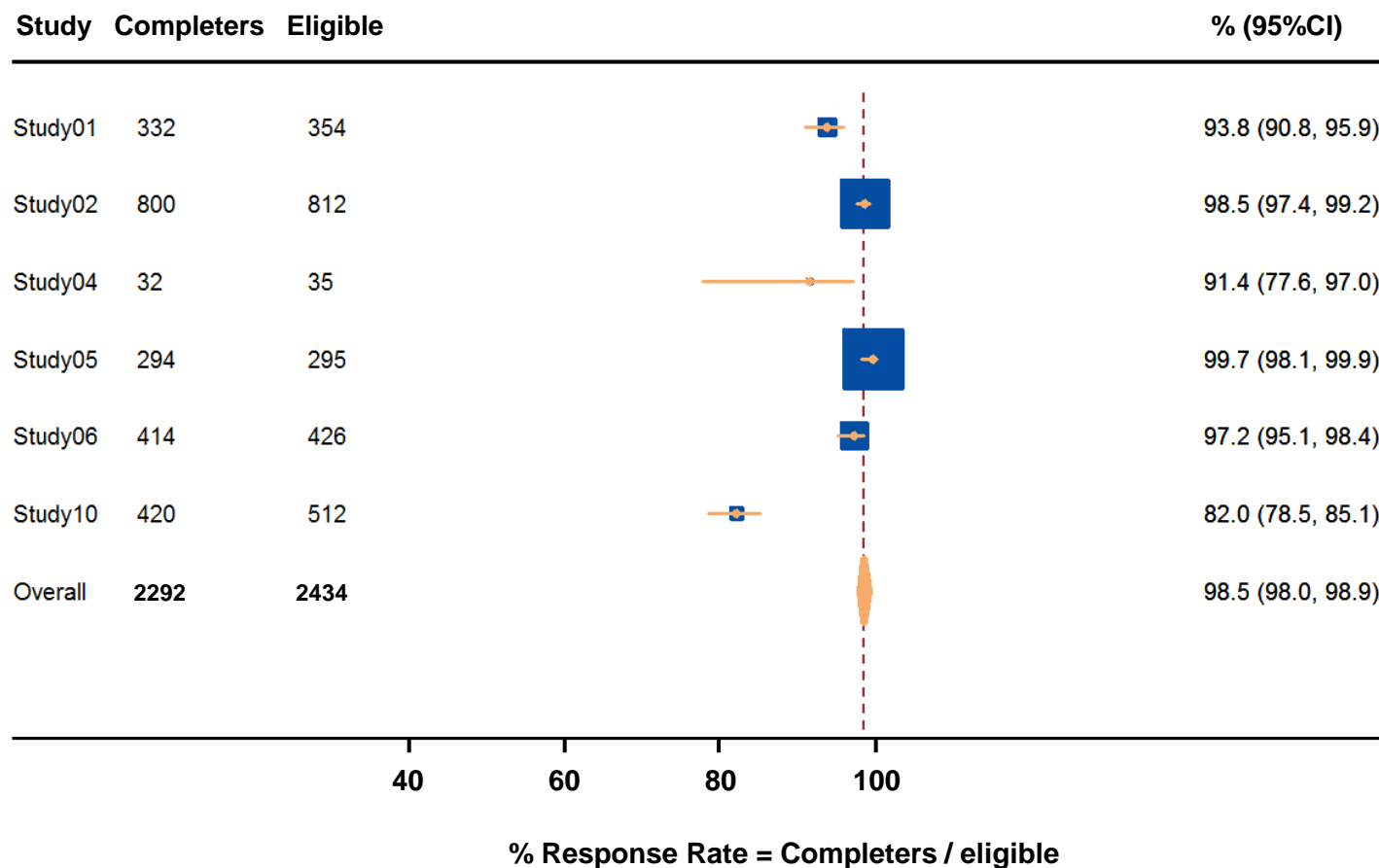
Contact rate = contacted / targeted

Others:

- Completers / targeted
- Participation rate
- Refusal rate
- Non-response rate

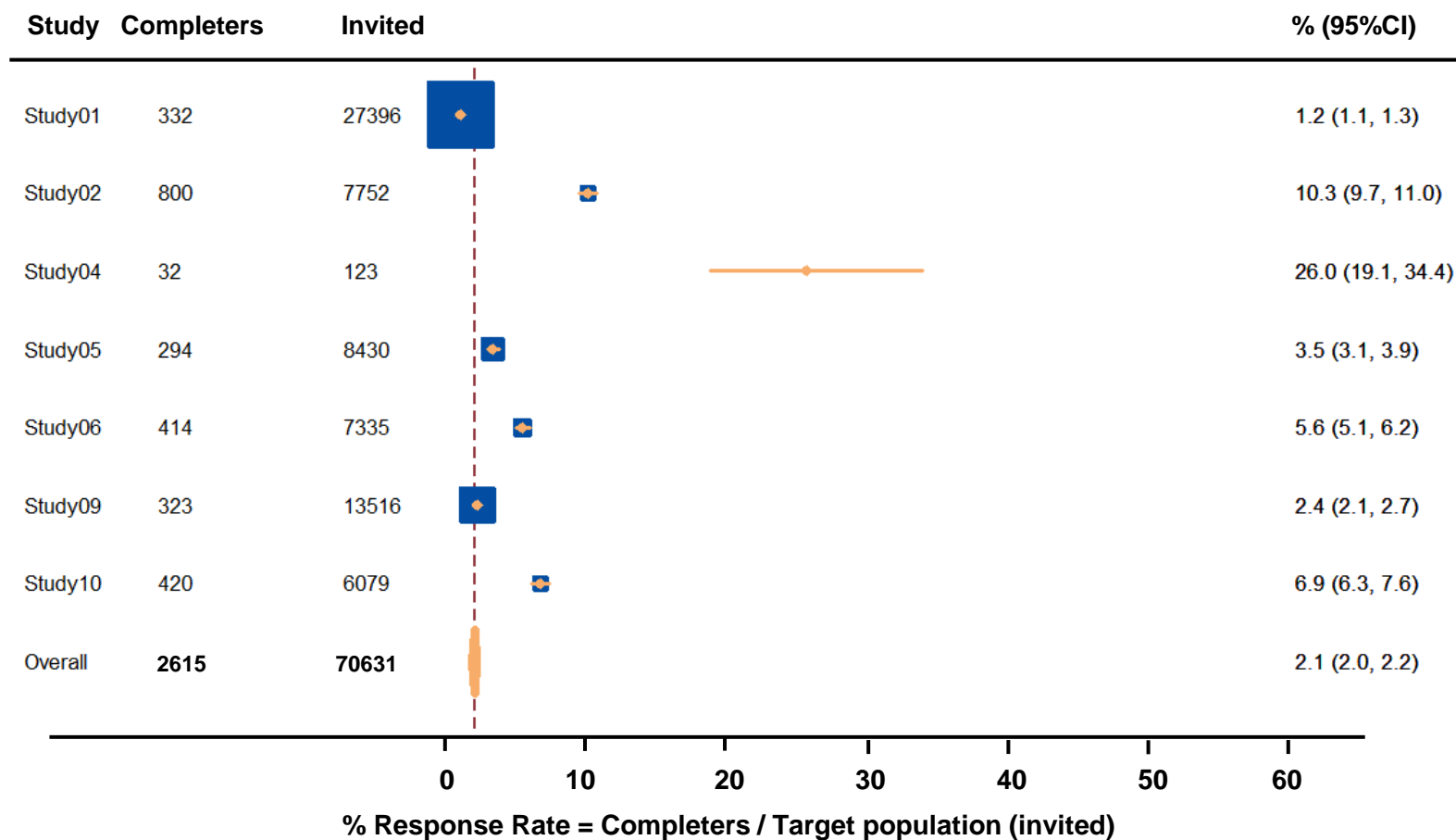
Preliminary Results III

% Response rate (completers / eligible)



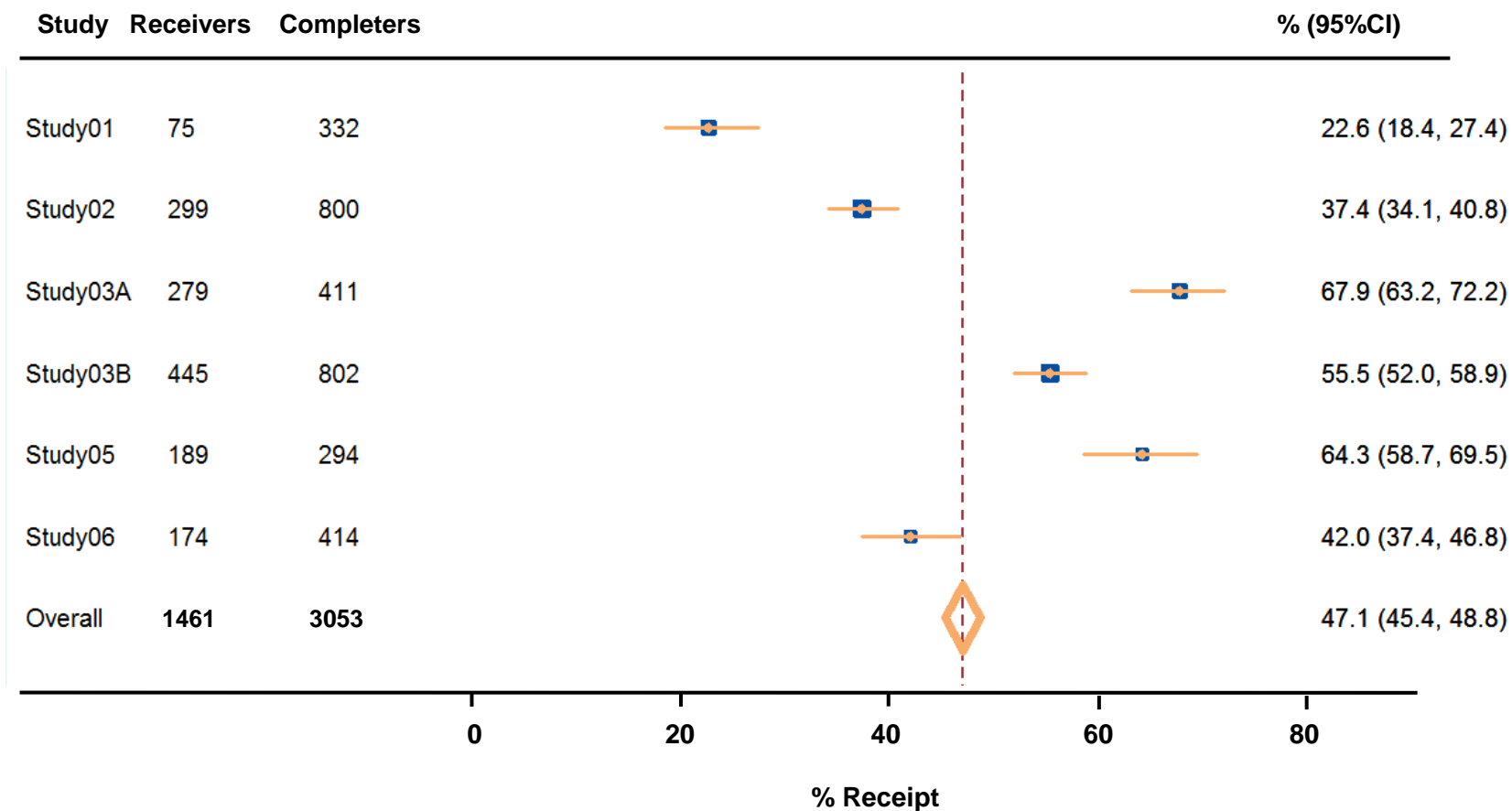
Preliminary Results IV

% Response rate (completers / target population)



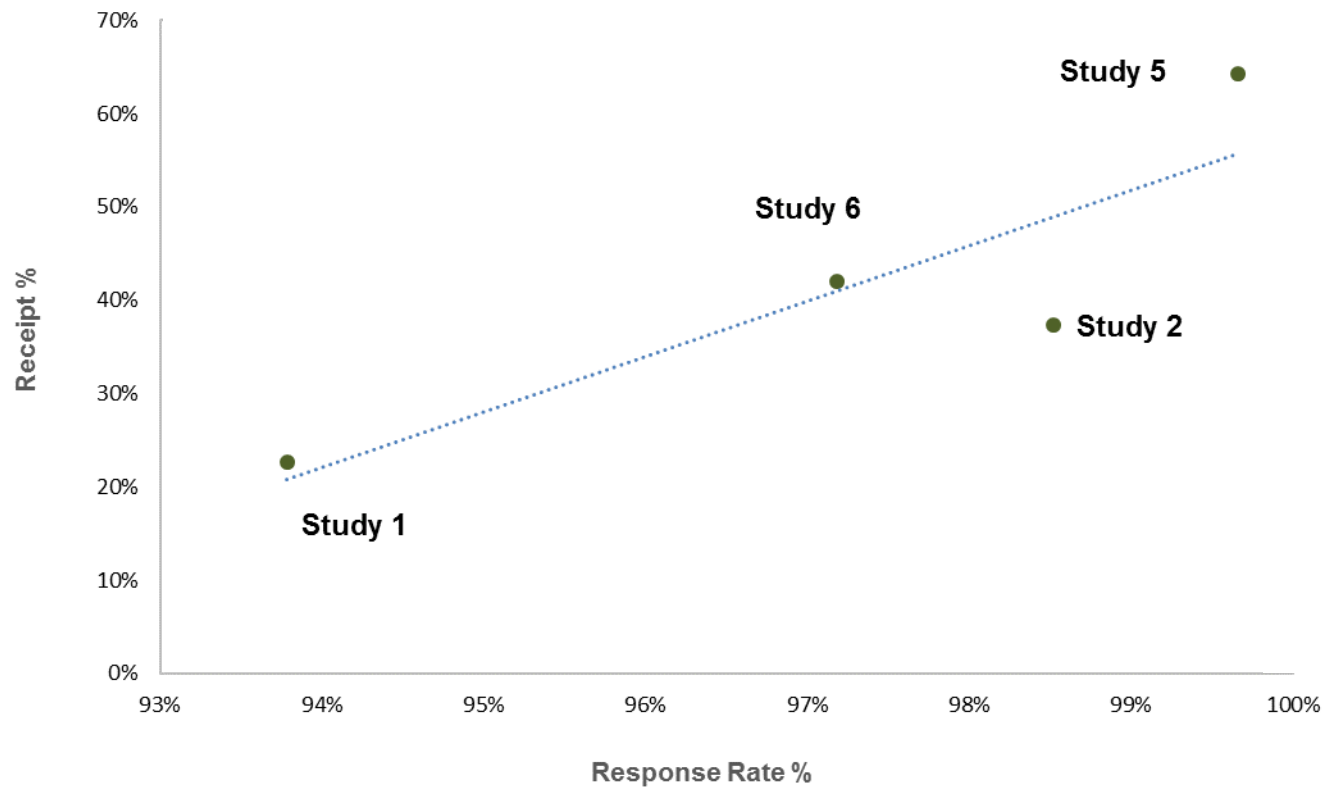
Preliminary Results V

% Receipt



Preliminary Results VI

Correlation of receipt with response rates (completers / eligible)



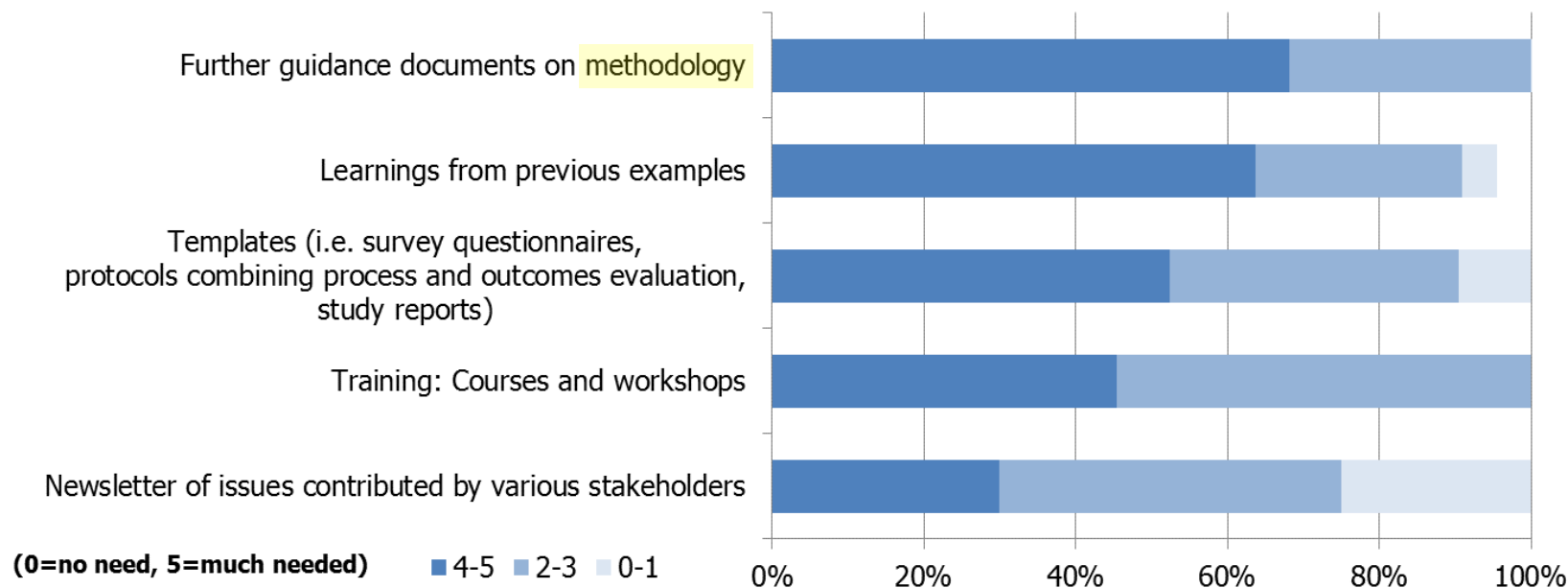
- **Immense variation in reporting and conduct of studies:**
 - Rates of: participation, receipt, knowledge, behaviour, usage
 - Sampling
 - Country selection
 - Validation of questionnaires
 - Designs: lack of clinical & safety outcomes
 - Selection bias of studies? (→ EMA / Companies)
 - Assessment, criteria for success & thresholds

- **Additional guidance document on conduct and reporting to improve quality and consistency (→ ENCePP SIG):**
 - Conduct → Methodological standards
 - Reporting → Standardisation of terminology and presentation

OXON-led EFPIA Survey of Risk Minimisation

22 of 35 mainly big pharma companies in 2015

What kind of guidance documents or initiatives would you find most useful?





Thank you -
More study
reports/data
please!

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