

### Medicine overviews

Feedback from patient and healthcare professional survey

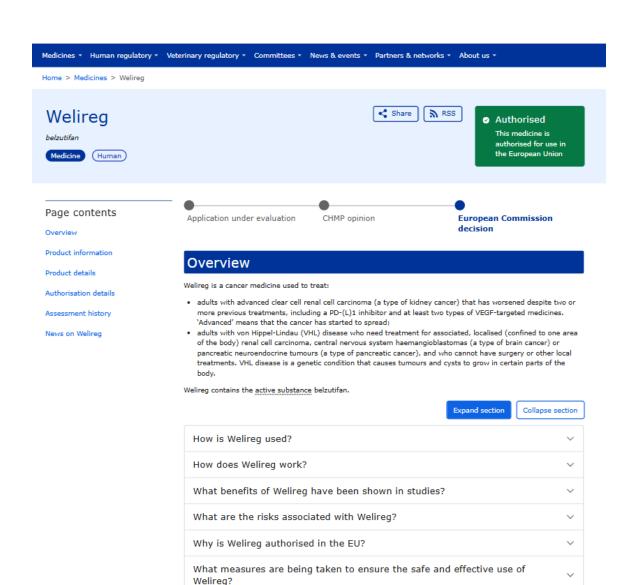
Catriona Ester on behalf of Helena Pires (EMA trainee)



### Medicine overviews

- Lay-language summary
- Reviewed by a patient representative
- First part of a medicine's webpage on EMA website
- Available as PDFs in all EU languages





Other information about Welireg





# Do our medicine overviews meet users' needs?





**Surveys** 

**Focus group discussions** 

- Patients, members of the public, patient organisation representatives ('patients')
- Healthcare professionals, healthcare professional organisation representatives ('HCPs')



# Patients and healthcare professionals surveys

Where do patients look online for medicine information?

Which elements of a medicine overview do they find most helpful?



Are patients and HCPs aware of EMA's medicine overview?

What do they use the medicine overviews for?

Do they know the medicine overview is available in all EU languages?



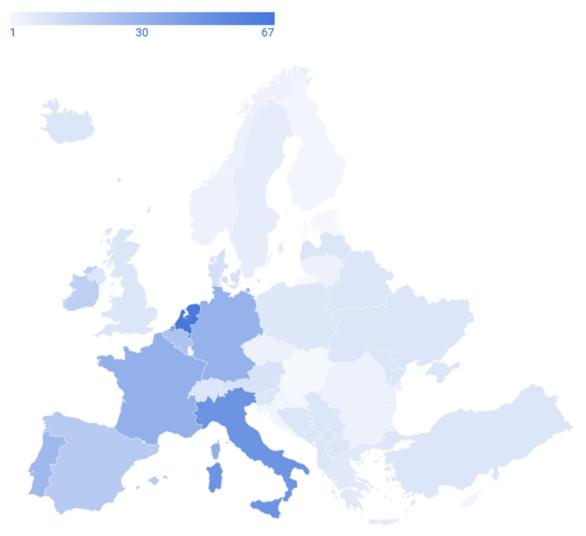
## Responses by role and geographical distribution

### **411** responses

276 patients

135 healthcare professionals

- 392 Europe
- 11 Asia
- 6 North America
- 2 Oceania





# Use of online resources for medicine info (patients)

Most patients consult national or local authority websites, closely followed by EMA's website

- > They are mainly looking for information about:
  - potential side effects
  - treatment options
  - disease-related details
  - instructions on how to use a medicine



# Awareness of medicine overviews & translations

Did you know that EMA publishes plain-language summaries of medicines?

> Yes: 44% of patients; 67% of HCPs

Did you know that these are available in all EU languages?

> Yes: 36% of patients; 48% of HCPs





## Reasons for not using medicine overview

#### **Patients**

Did not know EMA provided this information (76%)

Use other websites

Use package leaflet

Prefer asking doctor or pharmacist

#### **Healthcare professionals**

Did not know EMA provided this information (62%)

Use package leaflet or SmPC

Use other websites



## Reasons for using medicine overview

#### **Patients**

Reliable information

Quick access to key information

Informed treatment decisions

#### Most helpful elements of medicine overview:

- Possible side effects and risks
- How the medicine works
- Benefits of the medicine

#### **Healthcare professionals**

Reliable information

Quick access to key information

Latest regulatory updates

#### Clear information for patients

- 93% of all HCP respondents believe the medicine overview would help patients understand their treatment
- 62% frequently share them with patients



### Do medicine overviews meet users' needs?

- EMA's initiative sets a **global benchmark** for **transparent** drug **communication**.
- EMA's medicines information gives a quick and complete overview of the product.
- I am **really satisfied** with all the information that I find in EMA's medicine overview
- Very satisfied, very useful information

- They are **really useful summaries**, which I wasn't aware of despite being a member of an EMA group and providing feedback to the EMA on medication error prevention. They are particularly useful to healthcare professionals the summary of clinical studies is enormously helpful.
- a very good initiative that deserves being more widely known.
- the medicines overview summarises the **key information** about a medicine's approval.



# Focus group & interview findings



- EMA is seen as a reliable and independent authority
- Medicine overviews are recognised as an important resource:
  - to find reliable and clear information about medicines
  - to inform colleagues, caregivers and patients about new medicines
  - to support patient education and informed decision-making
  - to reassure patients about safety and efficacy of medicines
- Barriers to use include:
  - Lack of awareness
  - Language
  - Website navigation

"Patients often trust the information more when they see that it comes from a European regulatory agency. It reassures them about safety."



### Conclusions

- Users are generally satisfied with the content and language of medicine overviews
- The main reason for not using medicine overviews is lack of awareness and difficulty finding them

"Many healthcare professionals are unaware these pages exist. Education campaigns are needed."



## Next steps

- To increase reach and use, there is a need to:
  - increase **general awareness** of medicine overviews
  - clarify where patients can find relevant information on the medicine page
  - make translations easier to find
  - consider incorporating visual elements in medicine overviews
  - provide website navigation guide to patients.

"I believe that it is helpful to develop patients dedicated content and to disseminate the information about this reliable information"

"Better 'advertising' should be done for the package inserts"





# Thank you

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