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# Regulatory initiatives for measuring the impact of risk minimisation measures

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**Dolores Montero**

Division of Pharmacoepidemiology and Pharmacovigilance  
Department of Human Medicines



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- Evaluation on the effectiveness of risk minimisation measures is also a responsibility of national agencies and EMA (as per legislation)
- Priorisation criteria being developed
- Collaboration, so that national initiatives are shared, and work under a common protocol is promoted whenever feasible



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- Awareness of risk minimisation measures?
- Effectiveness of risk minimisation measures?



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- Awareness of risk minimisation measures**

**Results from a survey of healthcare professionals under SCOPE Joint Action (Strengthening collaboration for operation of pharmacovigilance in European Union)**

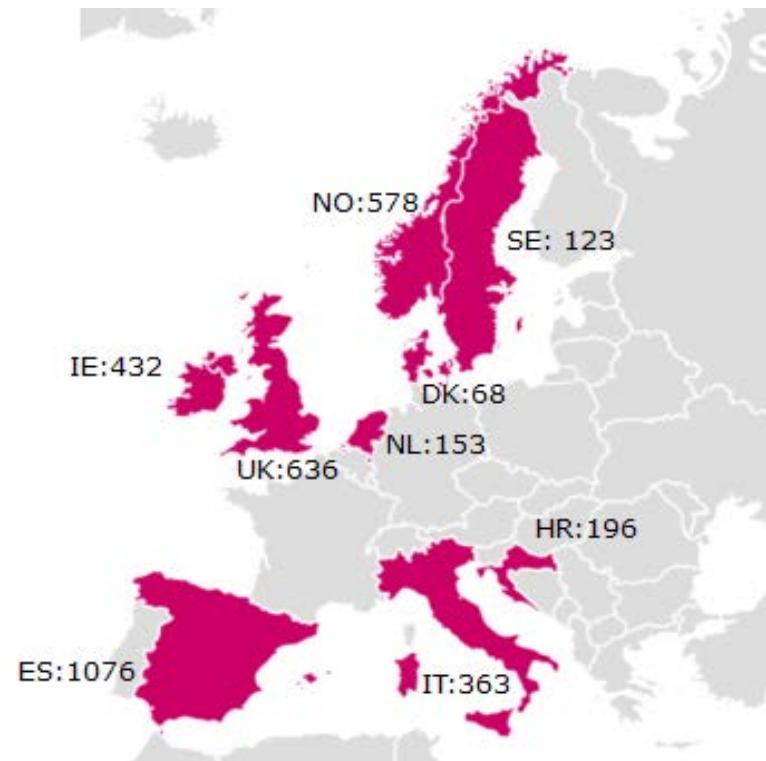
**DK, ES, IE, IT, HR, NL, NO, SE, UK**



## Some Results

- 3625 respondents
  - 1766 GPs
  - 222 cardiologists
  - 1300 pharmacists
  - 337 other

	N (%)
Female	2215 (61)
Primary employment setting	
Community-based	2570 (70)
Hospital-based	857 (24)
Other	244 (6)
Age	
<35 year	625 (17)
35 – 45 year	964 (27)
46 – 55 year	1071 (30)
>55 year	964 (27)
Accreditation	
<5 years	370 (10)
5 – 20 years	1394 (38)
>20 years	1859 (51)

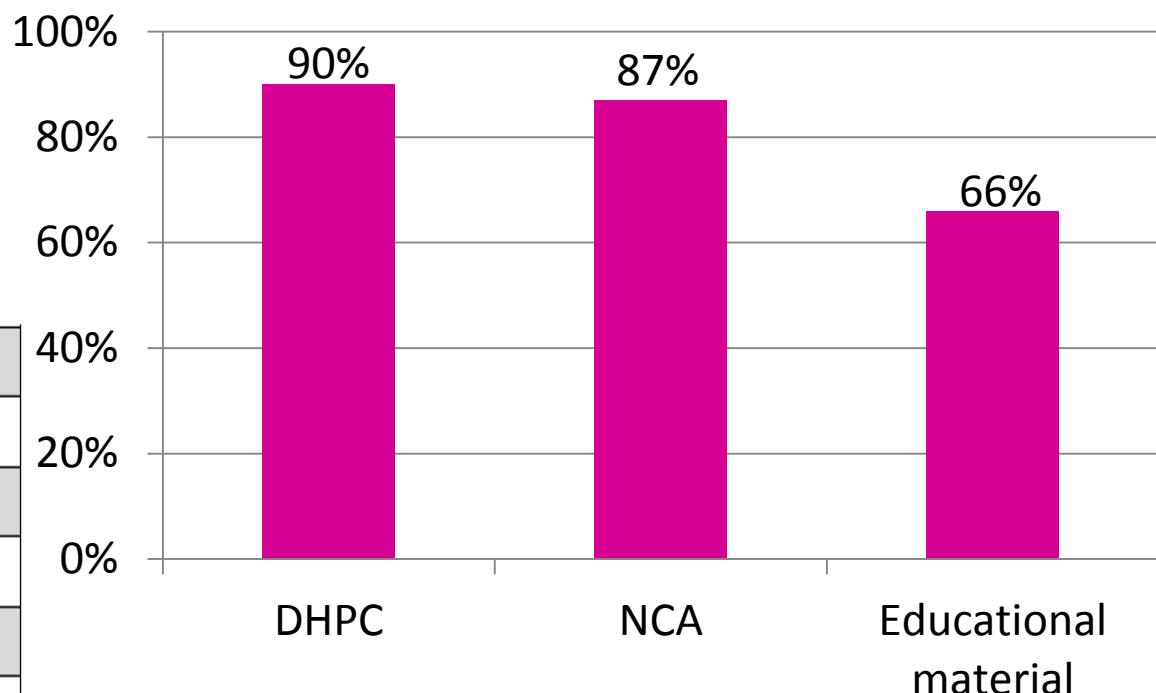




# Familiarity

Yes, I have received  
this type of  
information and I  
sometimes read it

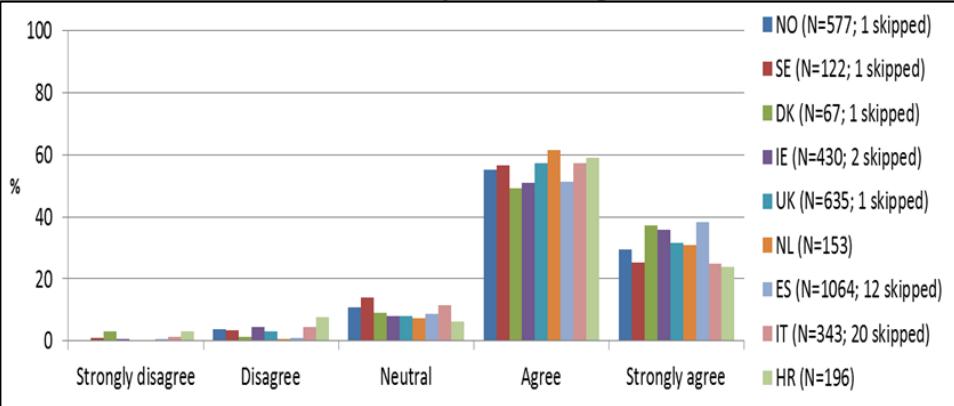
Range DHPCs	
Country	77% NO – 97% IE
Profession	85% other – 94% GPs
Range NCA	
Country	28% NL – 96% ES
Profession	74% cardiologists – 91% other
Range Educational material	
Country	60% ES – 79% IE
Profession	45% other – 74% pharmacists



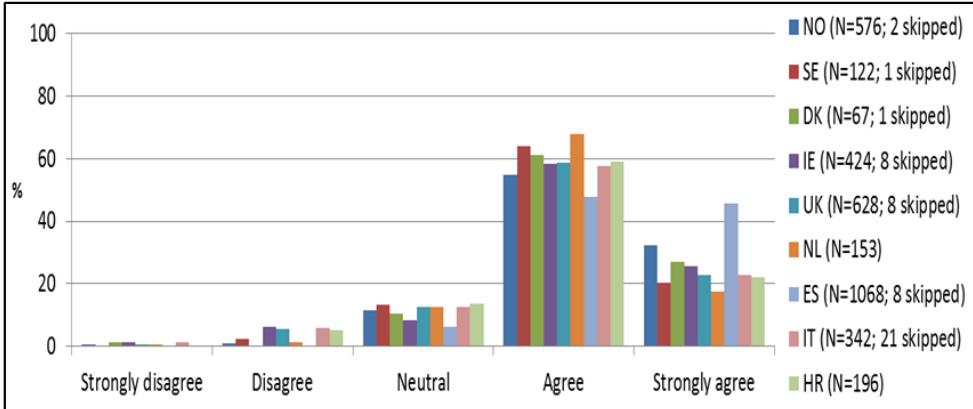


# Sender

- I only read the safety information if, I trust the sender of the safety message



- I only take action in response to a safety warning if, I trust the sender of the safety message



## MOST POSITIVELY EVALUATED SENDERS

NCA

Professional bodies

## MOST NEGATIVELY EVALUATED SENDERS

Lay press

Pharmaceutical companies



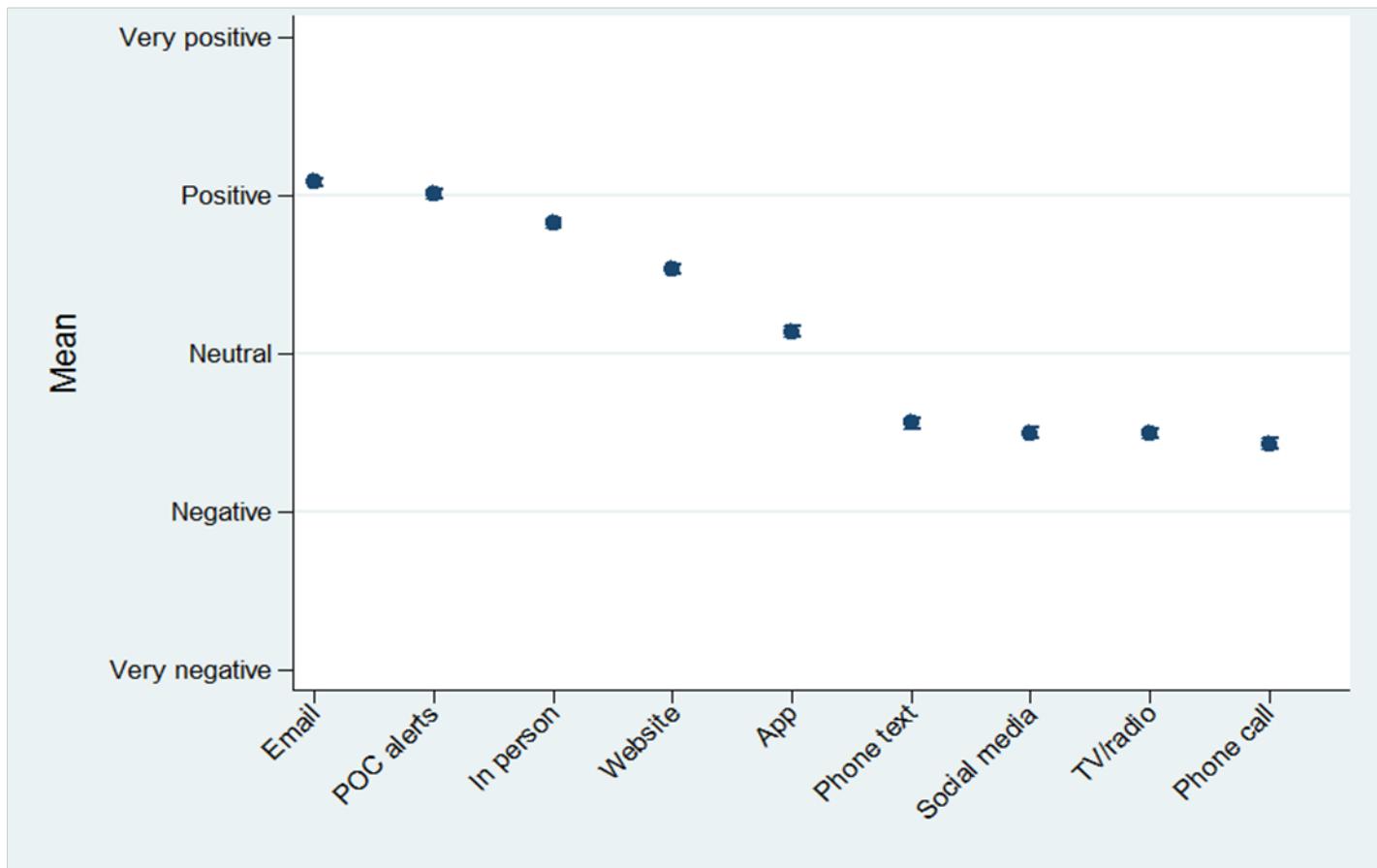
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# Alternative channels





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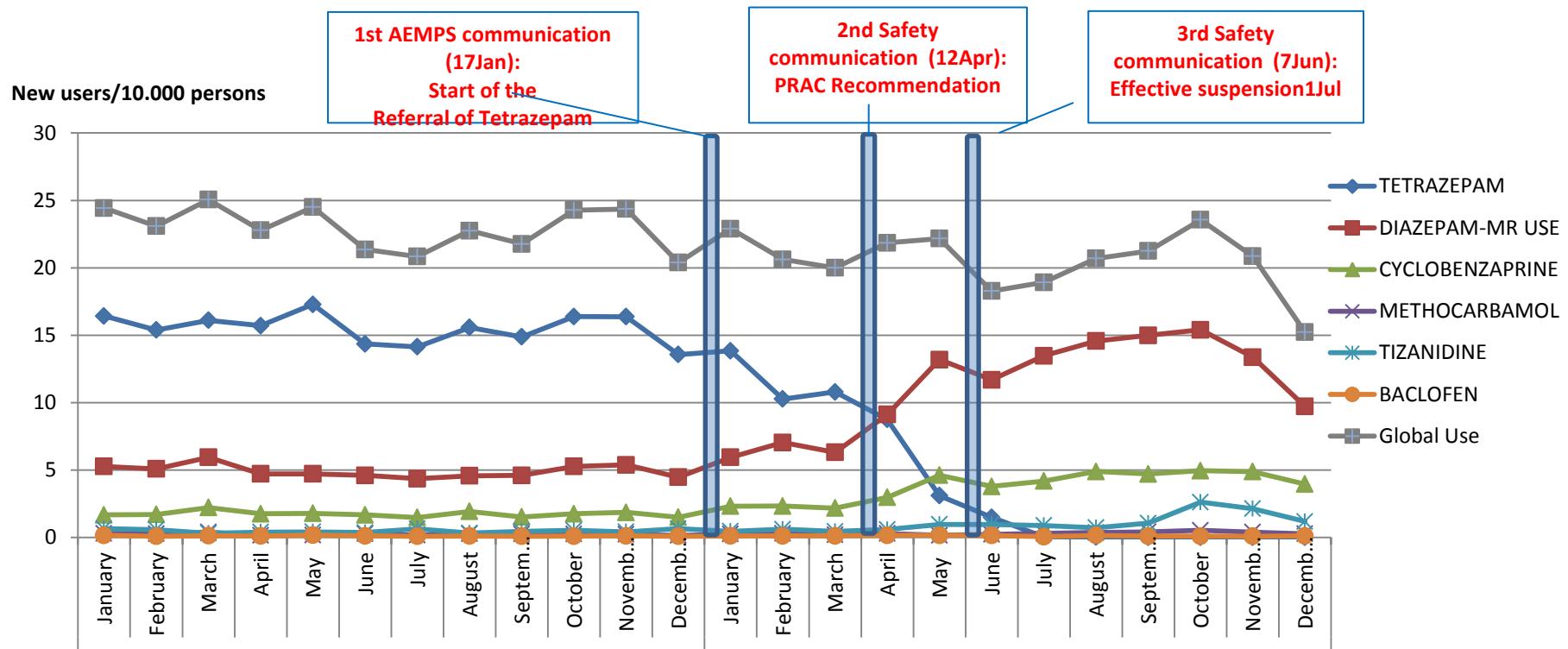
- **Evaluation of risk minimisation measures**

Some examples from Spain on recent referrals

- Tetrazepam
- Cyproterone/ethinylstradiol
- Ibuprofen/dexibuprofen



# Consequences of tetrazepam withdrawal in Spain

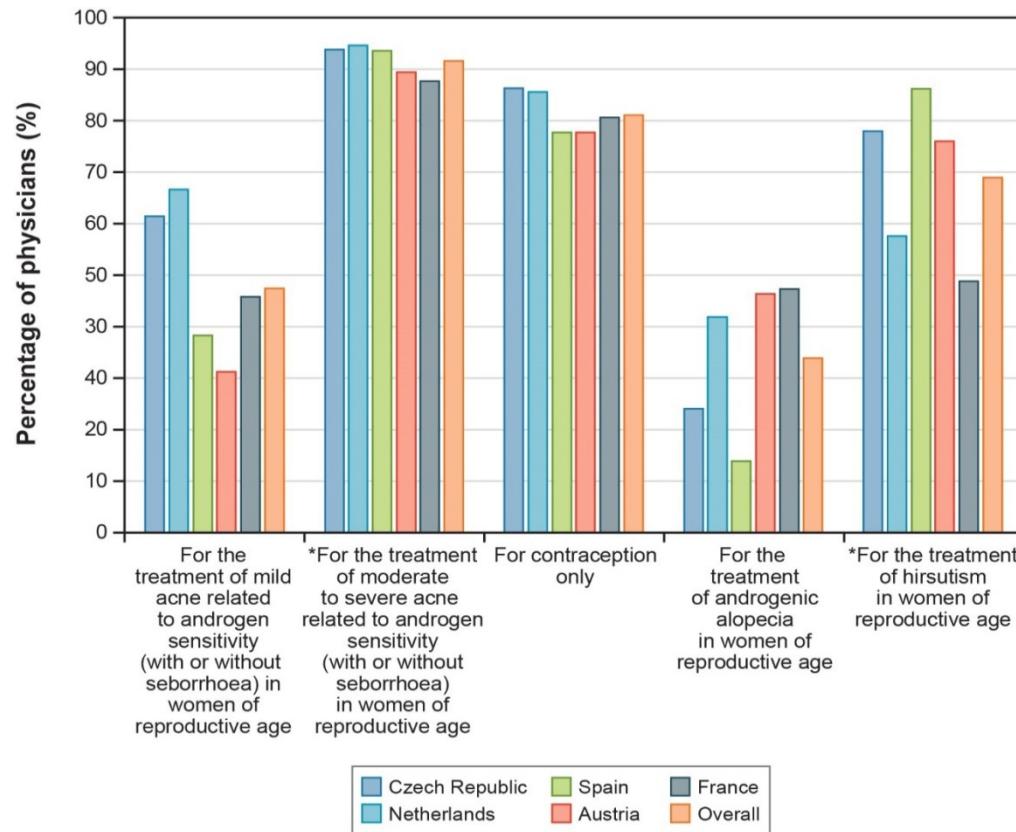




## Cyproterone/ethinylestradiol.- Knowledge of approved indications after post-referral RMM (survey by MAH)

- Moderate to severe acne - 92.0%
  - Hirsutism - 69.2%
  - Mild acne\* is **not** an approved indication - 47.6%
- Contraception is **not** an approved indication - 81%
- Androgenic alopecia is **not** an approved indication - 34.0%

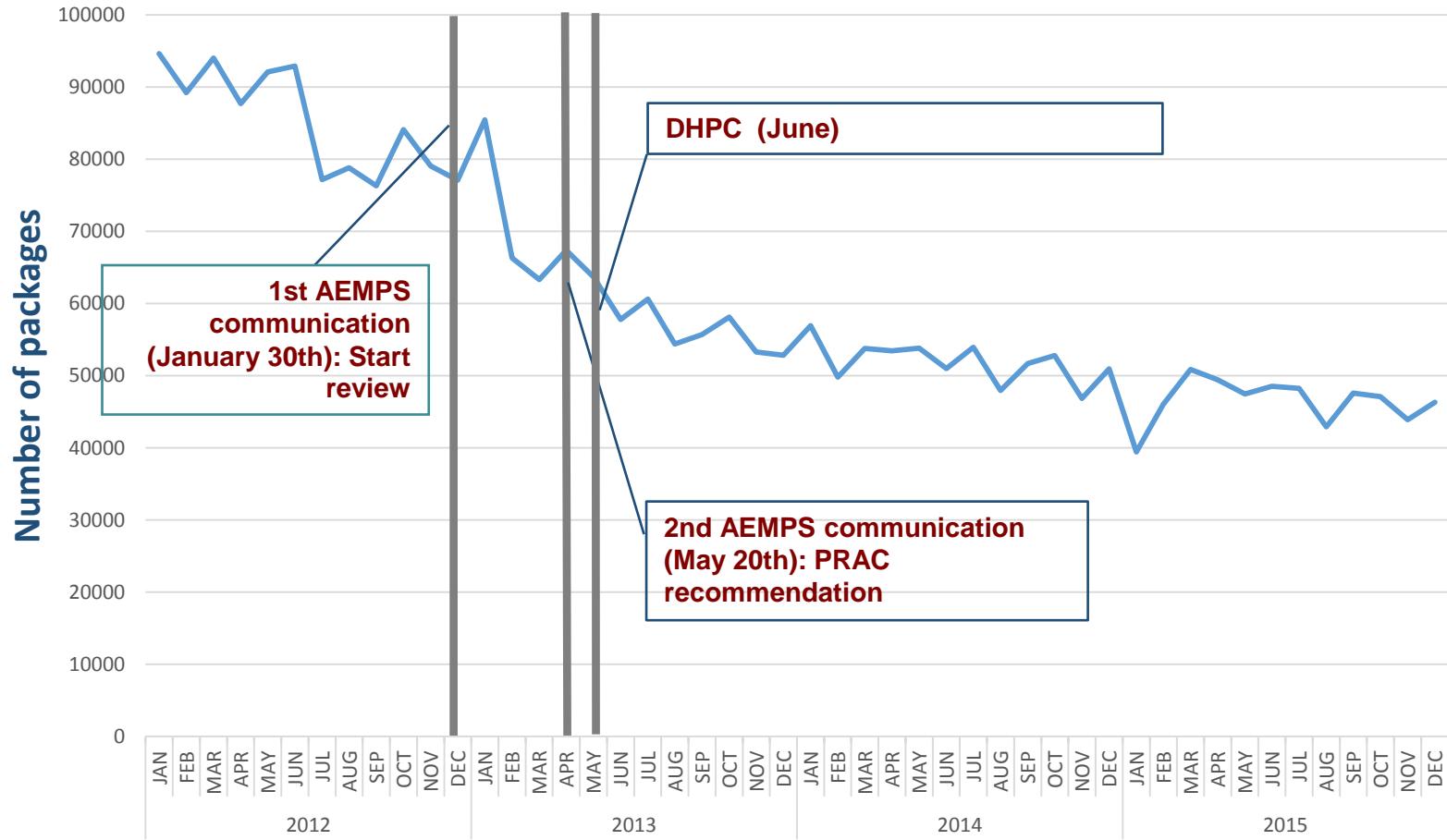
Physicians' knowledge of the contraindications was high overall (92.2%-98.8%)



\* A higher percentage of physicians who reported receipt of any of the CPA/EE materials correctly indicated that this was not an approved indication compared with physicians who received no educational materials

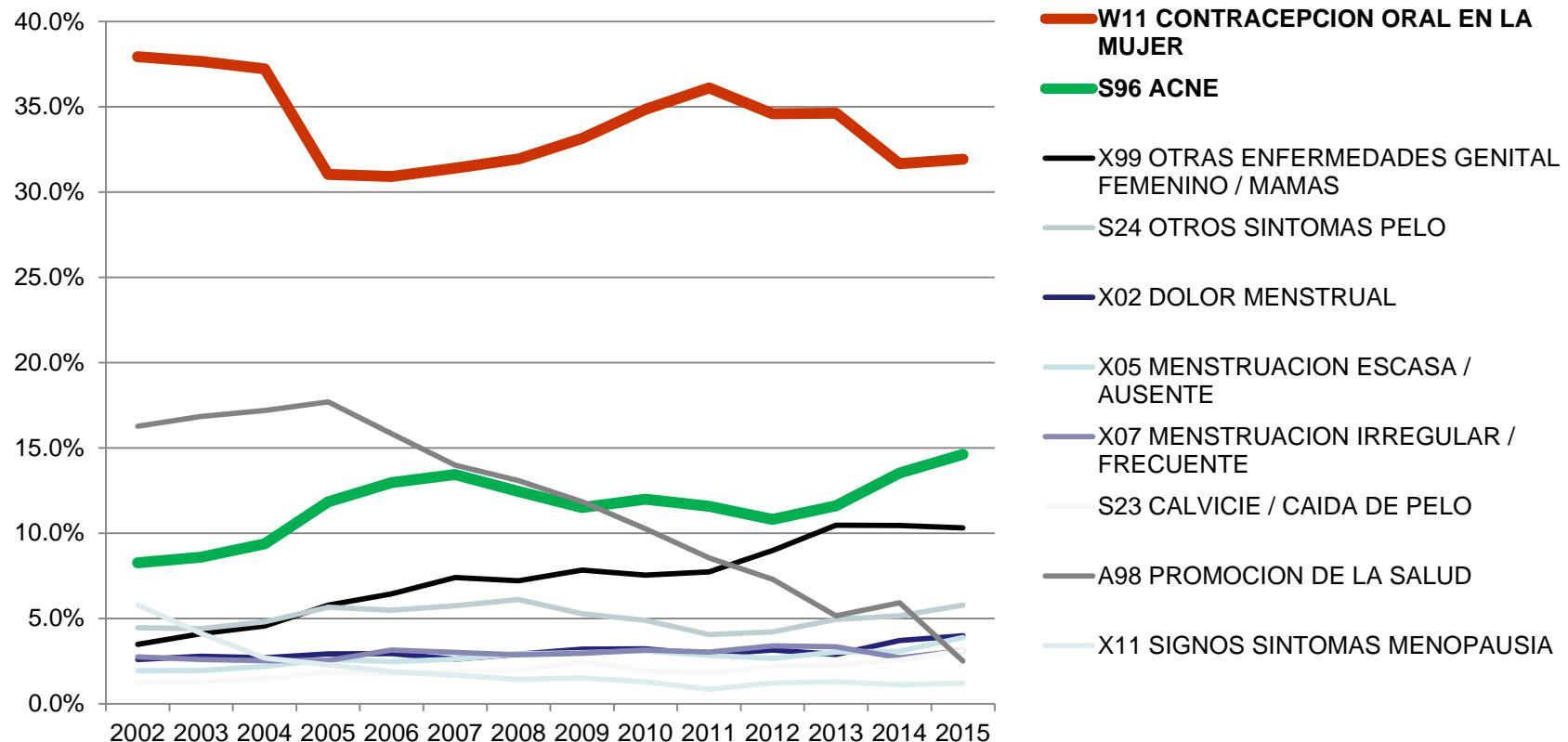


## CYPROTERONE / ETHINYL ESTRADIOL CONSUMPTION in Spain





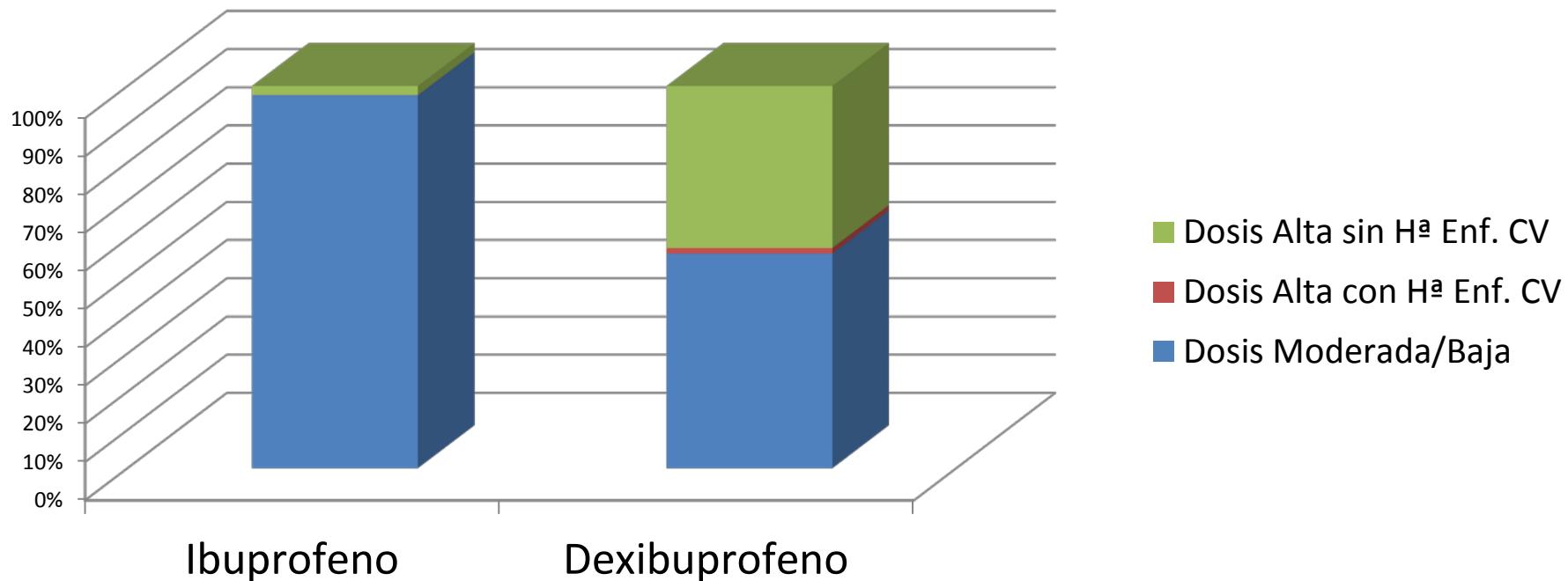
## Cyproterone/ethinylestradiol- Prescription-related diagnosis in BIFAP database (primary healthcare electronic records)





## Knowledge about use (important for RMMSS)

Use of high doses of ibuprofen and dexibuprofen in patients with history of CV risk





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# Lessons learnt

- Work in tailoring communications to receiver preferences (SCOPE results)
- Take into account therapeutic context within evaluation (not just product-oriented) (tetrazepam)
- Different approaches needed for a complete picture (cyproterone/ethinylestradiol)
- National context important when issuing communications (dexibuprofen)
- Besides... many factors influencing uptake of measures



**So much work still to do!!!!**

**Thank you for the attention!!!**