



Challenges related to recording, measuring, characterising, analysing and improving ADR data quality

A view from the end of the process



Summary

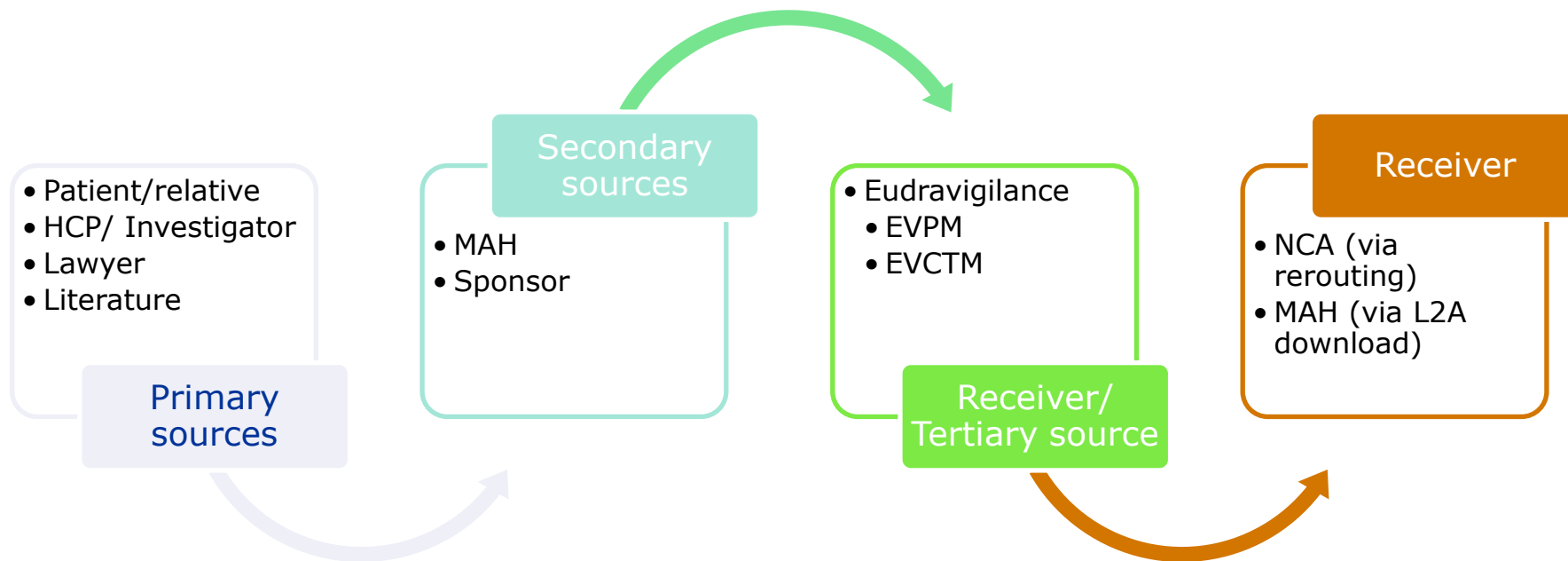
EMA's position in the ADR data pipeline

Challenges associated with being near the end of the pipeline

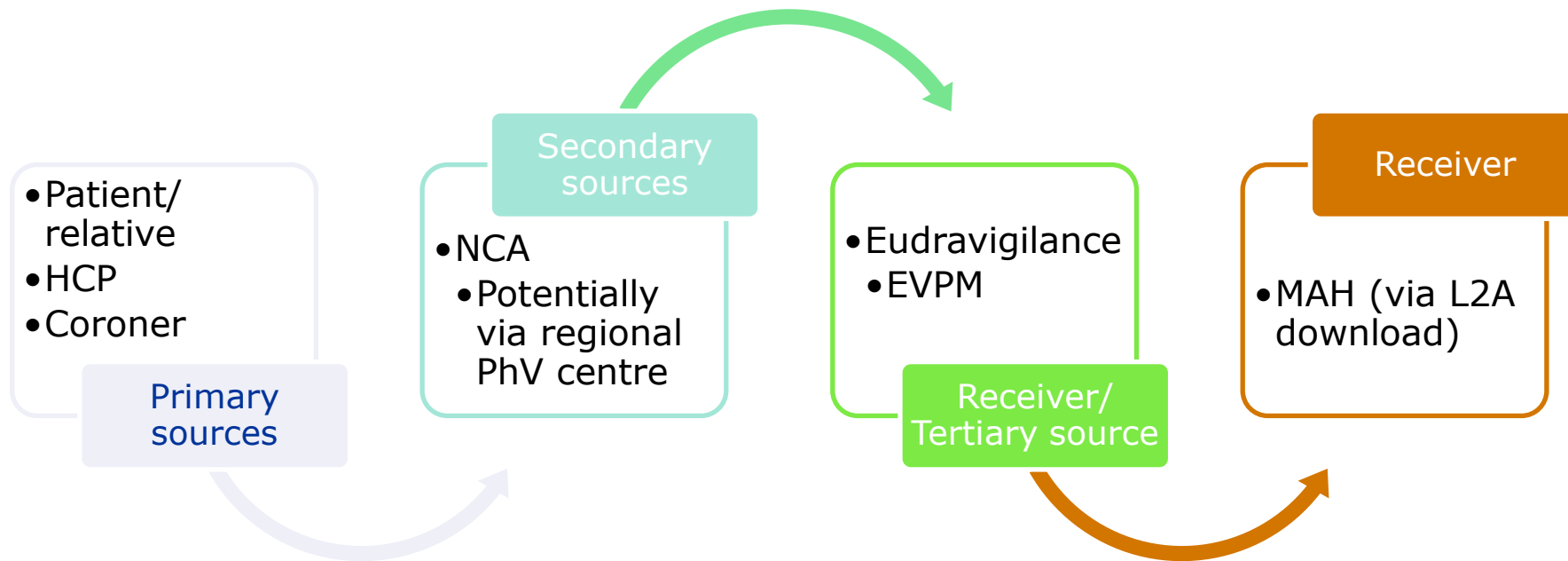
Challenges related to recording, measuring, characterising & analysing ADR data quality

Challenges related to improving ADR data quality

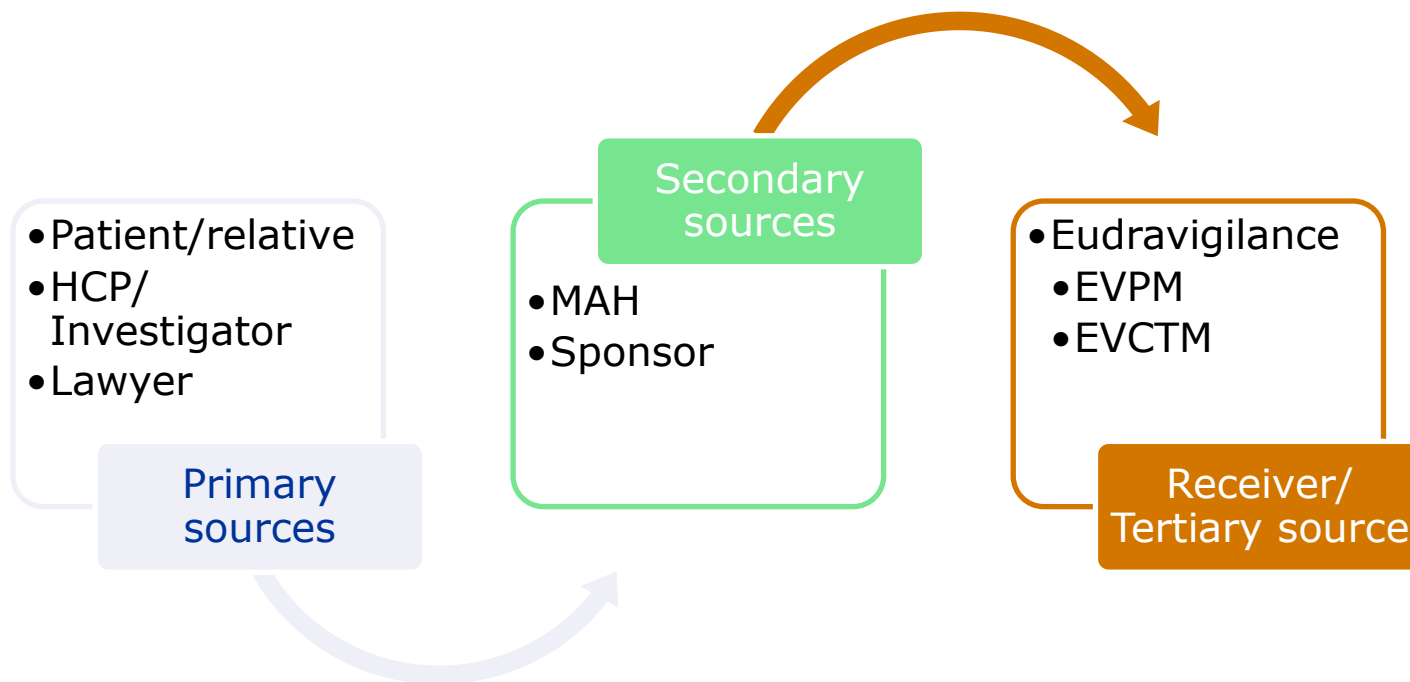
ADR data pipeline – EEA ICSRs via MAHs



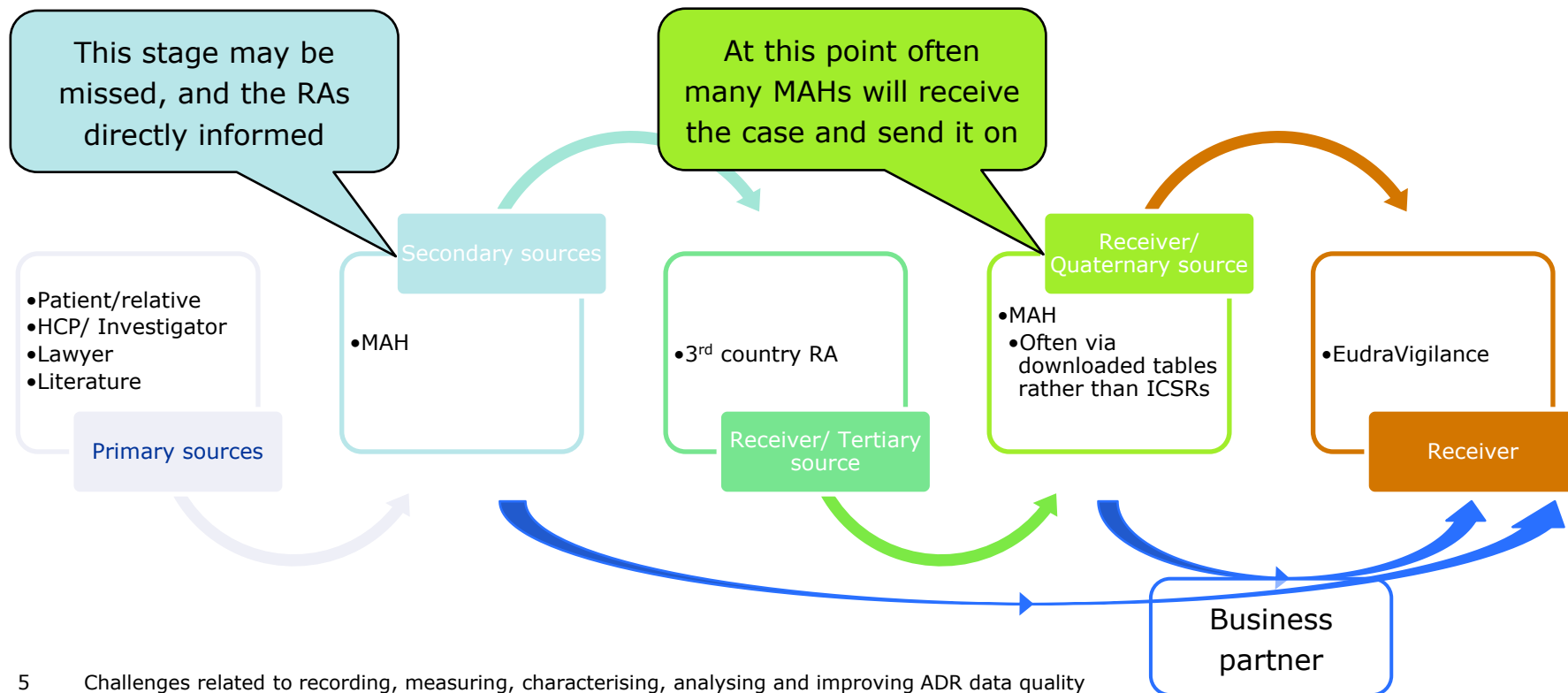
ADR data pipeline – EEA ICSRs via NCAs



ADR data pipeline – non-EEA ICSRs from originating MAH



ADR data pipeline – non-EEA ICSRs via secondary MAH(s)



Challenges associated with being near the end of the pipeline

When EMA receives an ICSR, there are various unknowns:

- What was the source information?
- Is all the reported information in the case?
 - Would the sender have been permitted to include all the reported information?
- Was it accurately entered?
- Was it correctly structured?
 - The basic fields must be structured to pass the business rules, but that does not mean that the structuring correctly reflects the information in the case, nor that it makes a valid case
- How many copies of the same ADR are in different cases?



Gizmotron 3000

Does it conform to our standards?

Well, it passed the business rules...

Quality Control



Challenges related to recording, measuring, characterising & analysing ADR data quality

The scale of pharmacovigilance can make it difficult to comprehensively assess data quality

- EV receives ~10,000 ICSRs/day
- ~5,000 unique senders of ICSRs per year

How best to prioritise assessments?

- Random selection?
- Number of cases/annum?
- Risk-based?
- Targeted to coincide with other measures?

Challenges related to recording, measuring, characterising & analysing ADR data quality

The quality of ADR data can be characterised in various ways:

- Completeness
 - Is everything entered that should be? Is more data always better? How many tests is too many?
- Accuracy
 - Does the case reflect what was reported? What if what the verbatim reported term was unhelpful bordering on useless?
- Structuring & unstructuring
 - Was the data broken down into each structured field? Or was a beautiful long essay crafted lovingly to tell the story of the ADR in the narrative with only a bare minimum of data structured?
Conversely is the data all structured but the narrative just auto-generated with lots of redundant filler information like 'patient received <<DRUG>> for unknown indication'?

Challenges related to improving data quality

EMA does not have the ability to change (non-master) cases in EV

The sender is the owner of the case & is the only one who can nullify or change it

Ergo, EMA must request senders to make changes, which can lead to such concerns as

- Conflicting demands
 - A case may be valid in one jurisdiction but not another. Nullifying it in one region can harm audit trail
- Company policies
 - Internal SOPs/WINs may clash with EMA requests/requirements
- Fear of messing with data from regulators
 - Many MAHs want to align their databases as closely as possible to the data that NCAs hold
- MAH sold products & no longer has those cases in their database

Thank you

Further information

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