



Background

- ❖ Healthcare professionals (HCPs) practicing evidence based-medicine rely on medical information to drive clinical decision making
- ❖ Tertiary resources, such as the package insert, are the most readily available sources of medical information for HCPs
- ❖ When tertiary resources are not sufficient and access to primary literature is limited, HCPs turn to the Medical Information (MI) department within a pharmaceutical company
- ❖ The purpose of a MI department is to provide a fair balanced response in terms of safety and efficacy to unsolicited questions from HCP
- ❖ MI departments routinely prepare scientific response documents (SRDs) in anticipation of commonly asked questions from HCPs
- ❖ SRDs provided can vary in structure, content, and format based on the question and the company providing the information

Objective

To collect the opinions of HCPs on the impact of a stamp of approval from a third-party organization on their trust and the standardization of scientific documents provided by pharmaceutical companies.

Method

- ❖ An Institutional Review Board (IRB) approved, de-identified, web-based qualitative survey was distributed by Dynata
- ❖ Dynata, a third-party market research organization, released the survey to HCPs registered to one of their verified healthcare panels
- ❖ The survey remained open until 50 nurses, 50 physician assistants, 100 pharmacists, and 200 physicians responded
- ❖ Survey questions included:
 - Initial level of trust in pharmaceutical company MI resources
 - Concerns related to pharmaceutical company MI resources
 - Weight of the following SRD sections in the evaluation rubric:
 - Title/Restatement of question
 - Abstract/summary
 - Background/disease state information
 - Search strategy
 - Clinical data summary
 - Company information
 - References
 - Score requirement on rubric for awarding stamp of approval
 - Trust in MI department resources with stamp of approval

Results

Figure 1: Concerns Decreasing HCP Trust in MI Resources

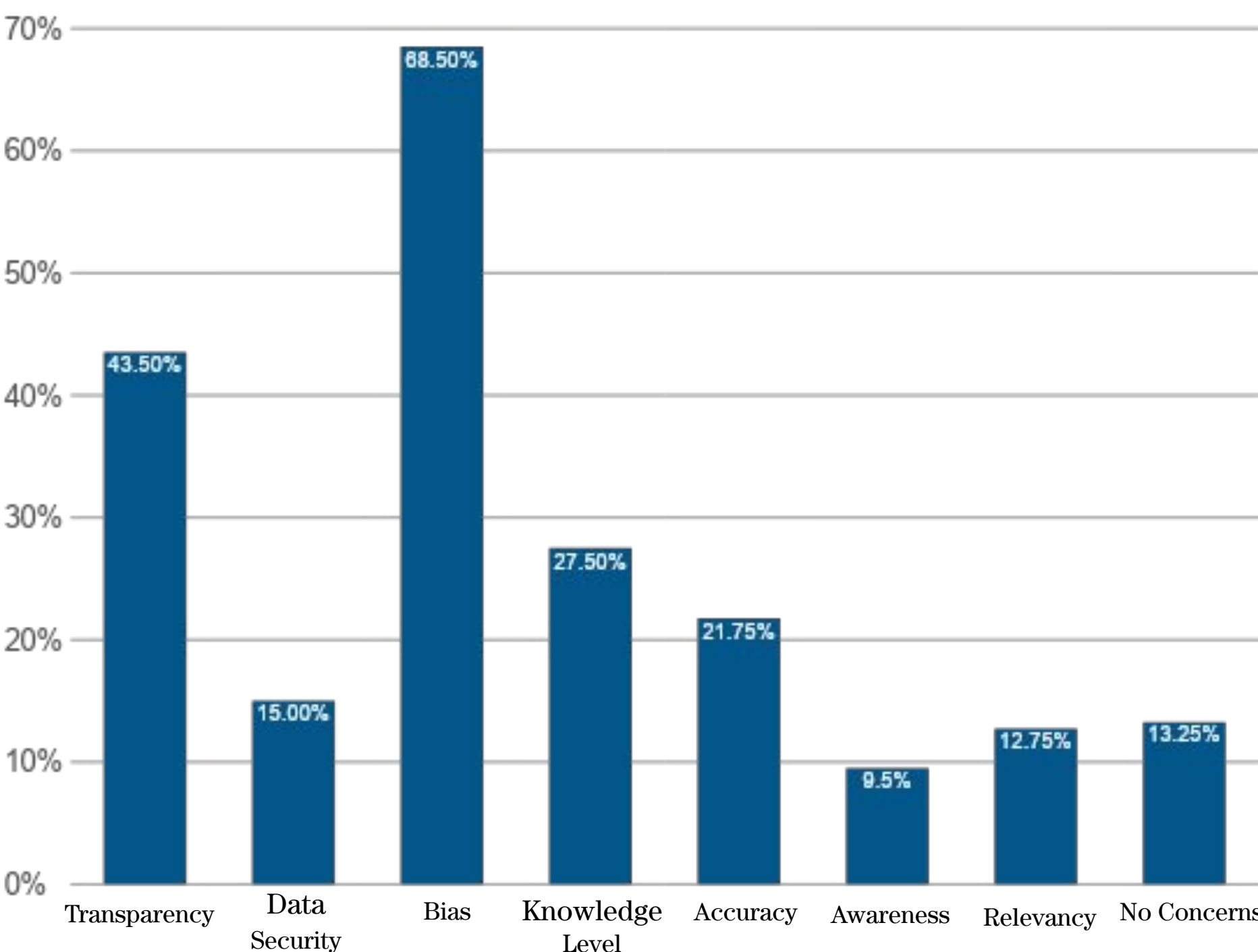


Figure 2: Weight of SRD Sections During Evaluation

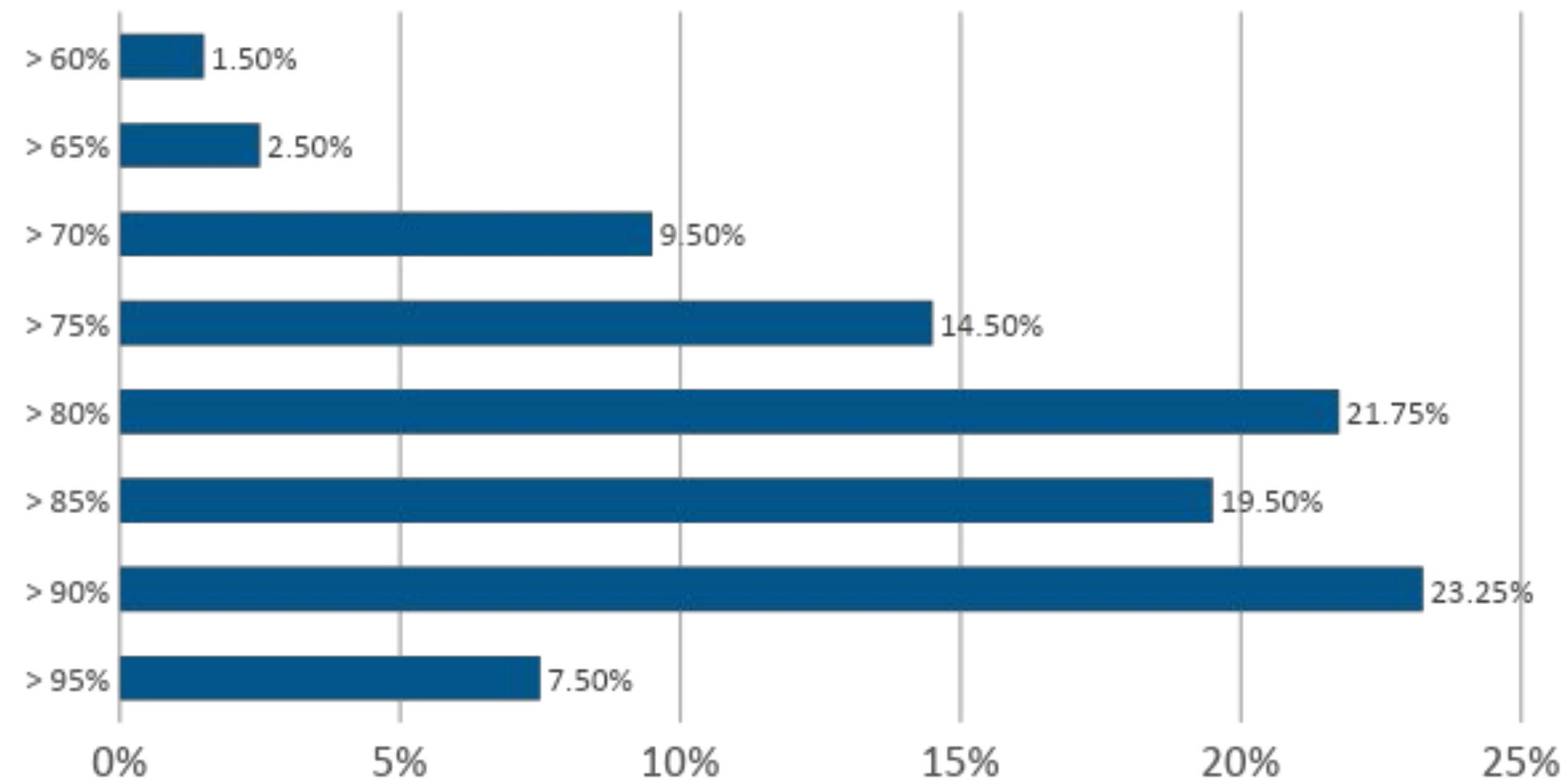


Table 1: Impact of a Stamp of Approval on HCP Trust

Group	Initial Trust Level	Final Trust Level	Change in Trust Level	P Value
All Respondents (n=400)	7.06	7.66	0.6	< 0.00001
Non-Users of MI Resources (n=127)	6.213	7.244	1.031	< 0.00001
Users of MI Resources (n=273)	7.454	7.853	0.399	0.00004
Respondents with 1 – 10 Years of Experience (n=96)	6.604	7.427	0.823	0.00002
Respondents with 11+ Years of Experience (n=304)	7.204	7.734	0.53	< 0.00001
Non-Users of MI with 1 – 10 Years of Experience (n=42)	5.976	7	1.024	0.00032
Non-Users of MI Resources with 11+ Years of Experience (n=85)	6.329	7.365	1.035	< 0.00001

Results (continued)

Figure 3: Score Requirements for Stamp of Approval



Conclusions

- ❖ Overall, a third-party stamp of approval would increase the level of trust HCPs have in the information provided by MI departments
- ❖ The highest impact of the stamp would be seen is HCPs who haven’t used MI resources with less than 11 years of experience
- ❖ Respondents also provided valuable insights on the criteria for evaluation for a MI department to earn a stamp of approval for their SRDs
- ❖ Further investigation will be required to identify an independent third-party organization to provide the stamp of approval
- ❖ A focus group of HCPs may also be conducted as next steps to solidify the evaluation rubric and approval process

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