

Webinar: The Patient's Understanding of Benefit Risk

Practitioner's view of patient choice regarding benefit and risk

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Presupposes

- Technology mature
- An effective process in place with respect to
 - Technology
 - Regulators
 - Funders
 - Educators – including the media
 - Health professionals – which health system?
 - Patients – what matters to them?
 - Ethics
 - Supporting instruments
 - In print
 - E-platforms

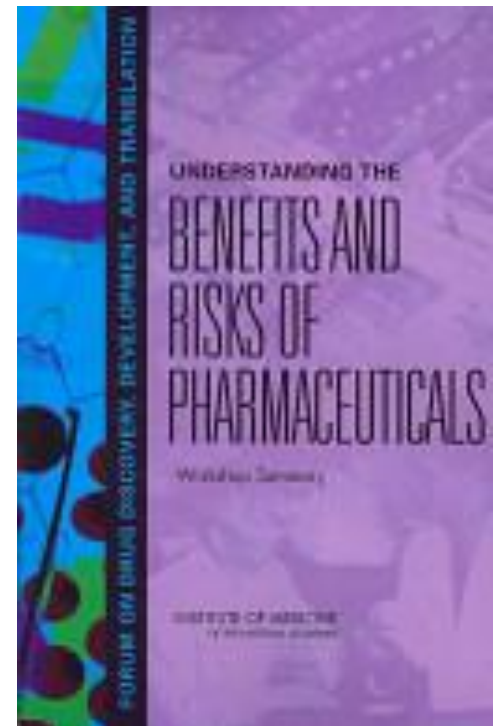
Therapeutic examples

- Hypertension
 - ACD
- Statins
 - 10 year cardiovascular risk
- Malaria
 - resistance genes (Gates Foundation)
 - G6PD functional activity
- Cancer
 - Companion diagnostics/therapeutics

The public

“... the public has a limited understanding of the benefits and risks of drugs, ... many individuals believe ... drugs approved by the U.S. Food and Drug Administration carry no risks.”

Forum on Drug Discovery, Development and Translation, Institute of Medicine: 2007



Challenges - 1

- Most treatment decisions are made by or involve primary care physicians
- PCPs are not trained in explaining risk
- Consultations are 'time-poor': 8 – 10 minutes, including time engaging with a computer and not with the patient
- Patients do not remember consultations
- Most consultations are verbal

Challenges

- Treatment decisions should be informed by robust evidence on clinical and cost effectiveness
- Public – and professionals – grasp of statistics is weak
- The difference between absolute and relative risk is not made clear in high IF journal papers
- Relative risk makes for ‘catchier’ headlines

Patients (and journalists)

- Education on
 - health and disease
 - numeracy
 - probability
 - e.g. which is commoner?

3/10 or 5/100

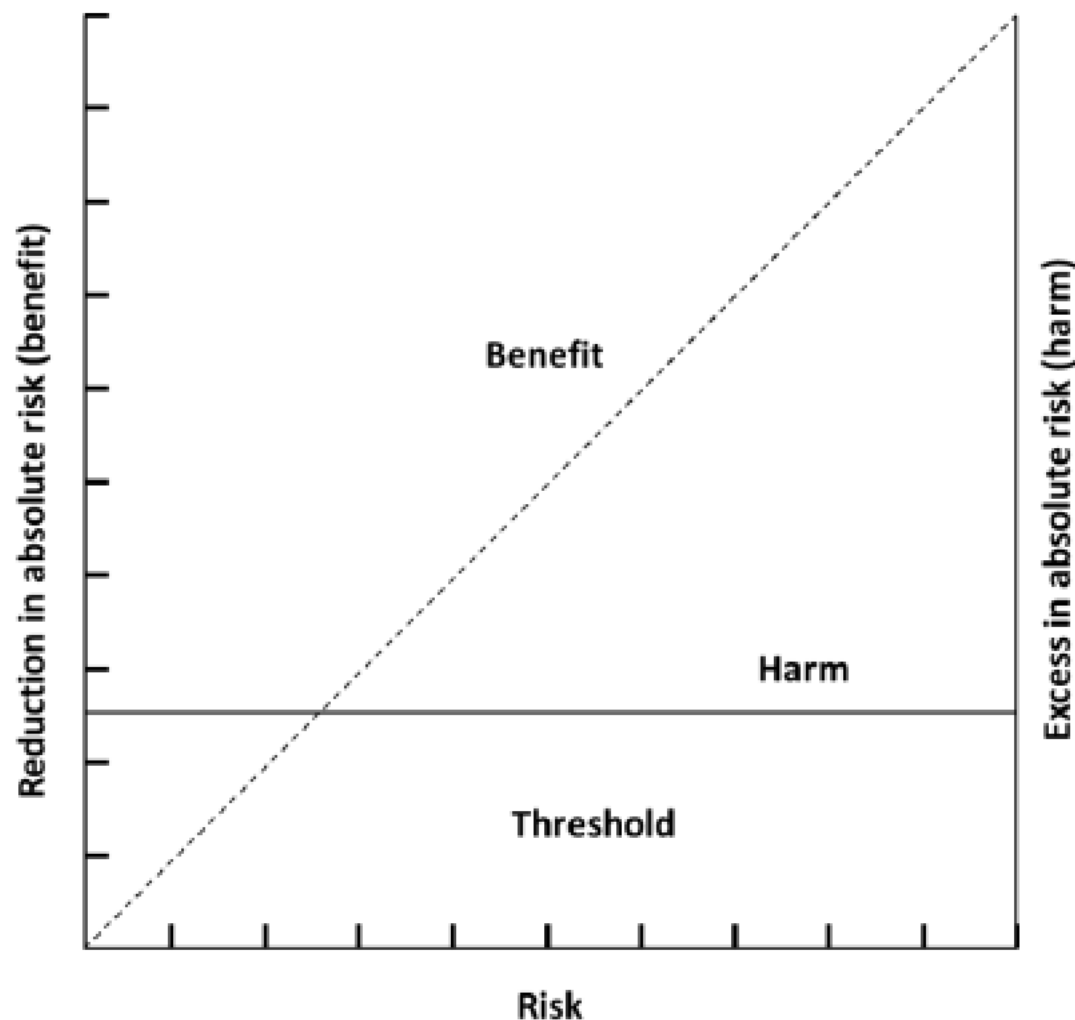
Appraisal of existing methods?

Pharmacoepidemiological Research on Outcomes of Therapeutics by a European Consortium

- *Principle*: reasoning theoretically correct?
- *Features*: number of criteria, number of options, capacity to deal with uncertainty
- *Accessibility*: ease of use ... or not
- *Visualisation*: proposed visual representation of results and if there is software in place
- **47 Frameworks identified (to April 2013)**

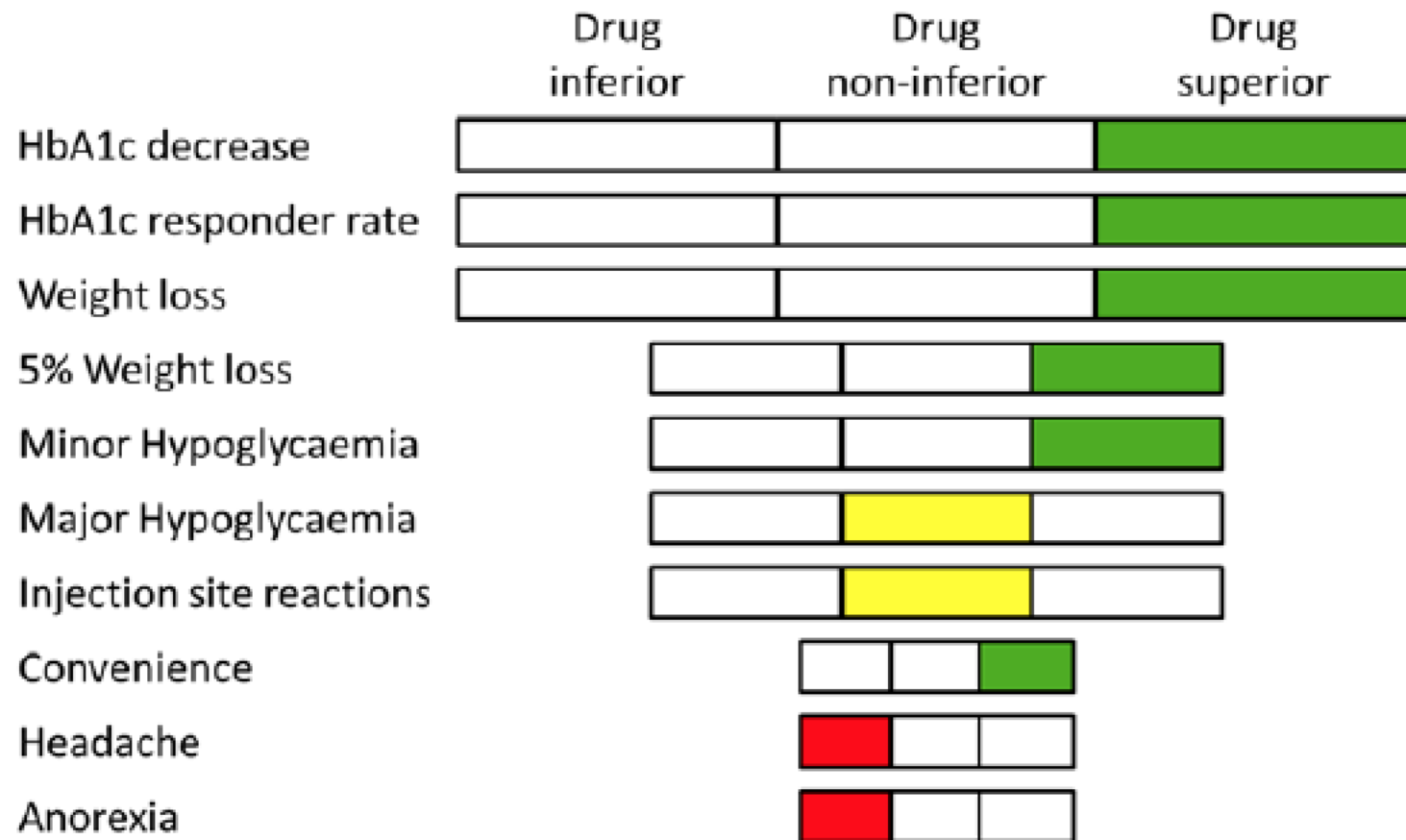


Explaining net clinical benefit



Tornado Display

weighted scores for all criteria



Needs

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 - Technology
 - Regulators
 - **Funders**
 - Educators – including the media
 - Health professionals - EMA HCPW
 - Patients - Spiegelhalter
 - Ethics
 - Supporting instruments
 - In print
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