

Background

- As new drugs come out into the market, clinicians may require greater amounts of drug information beyond the scope of product inserts.
- In 2013, 16 pharmaceutical companies reported greater than 10,000 medical information inquiries, among which 6 companies reported greater than 80,000 inquiries that year.¹
- Medical information websites created by pharmaceutical companies can be useful for directing clinicians to the proper resources, including but not limited to: searchable standard letter databases, medical information hotlines, and medical information online submission forms.
 - ❖ Each pharmaceutical company's medical information website includes different features and functionalities aimed at assisting health care professionals in finding the information they need.

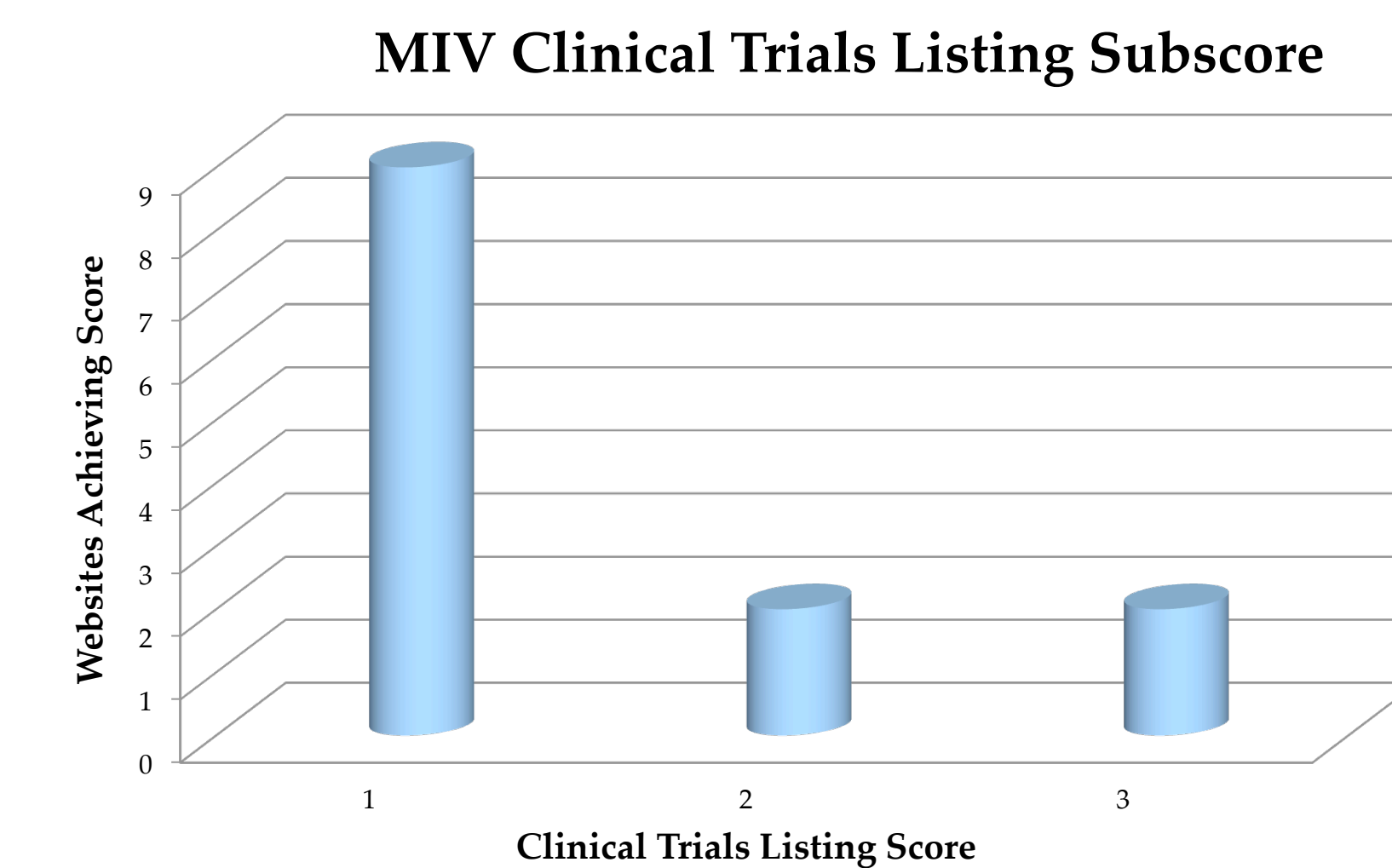
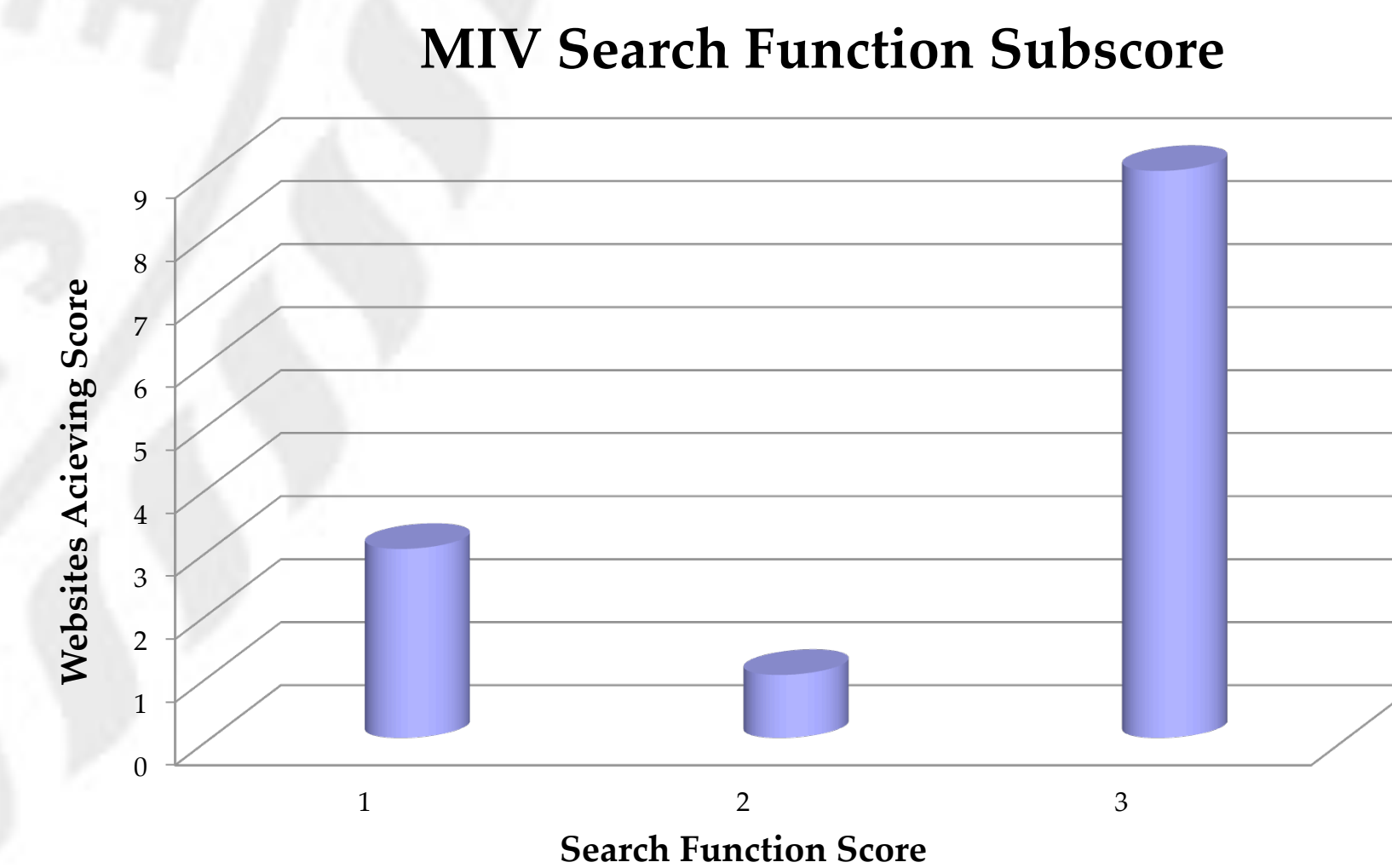
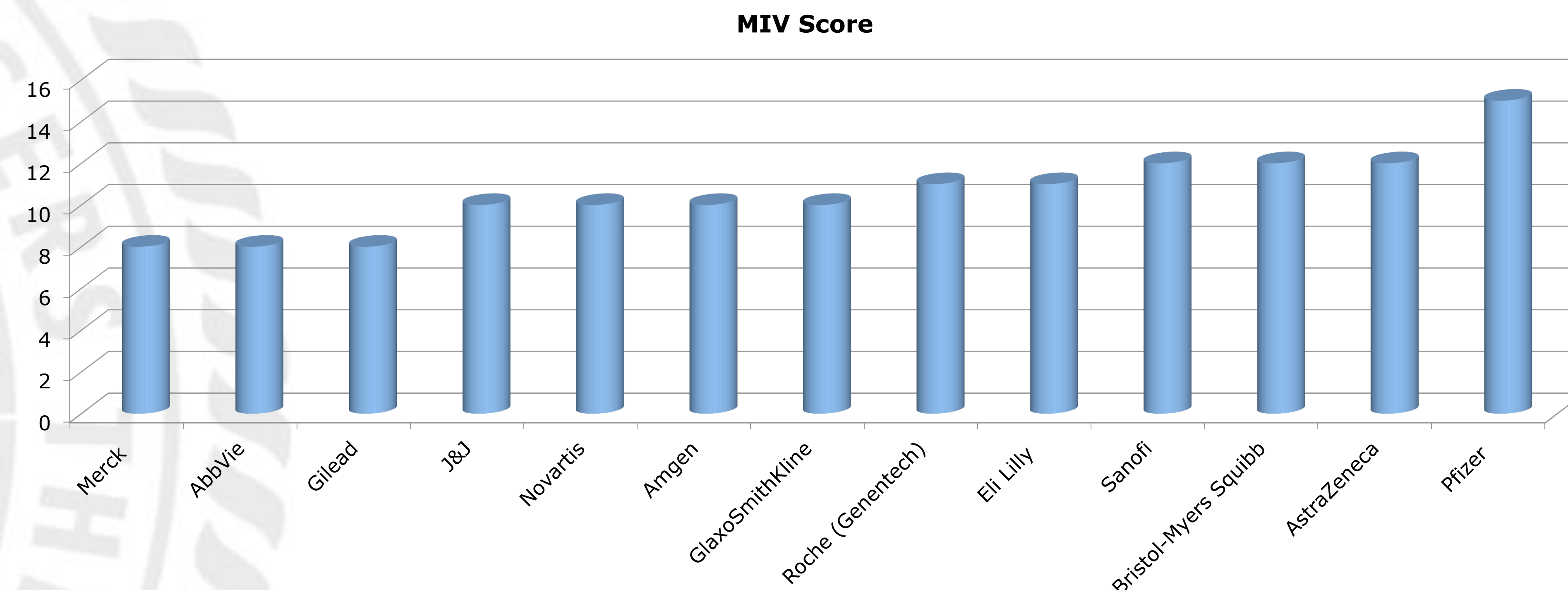
Objective

- The purpose of this project was to categorize and compare the features offered on large pharmaceutical company medical information websites.

Methods

- The top 15 pharmaceutical companies by revenue in 2014 were identified and their respective medical information websites were evaluated and scored based on the following criteria:
 - ❖ Presence of a search function leading to results including prescribing information (PI) and medical letters:
 - No search function = 1 point
 - Only PI results = 2 points
 - PI and standard letters = 3 points
 - ❖ Electronic submission of medical information questions:
 - No = 1 point
 - Yes = 2 points
 - ❖ 24/7 clinician live discussion:
 - No = 1 point
 - Hotline available but limited hours = 2 points
 - 24/7 telephone hotline = 3 points
 - ❖ Clinical trials listing:
 - No = 1 point
 - Clinicaltrials.gov only = 2 points
 - Clinicaltrials.gov + company website = 3 points
 - ❖ Online chat feature:
 - No = 1 point
 - Yes, limited hours = 2 points
 - Yes, 24 hours chat = 3 points
 - ❖ Indigent care access:
 - No = 1 point
 - 2+ links away = 2 points
 - Directly linked to indigent care info = 3 points
- A composite Medical Information Value (MIV) score based on the aforementioned criteria was assigned to each company website.
- The evaluation was conducted in March 2015 and updates were made in September 2015.

Results²⁻¹⁴



- Among the 15 largest pharmaceutical companies by revenue in 2014, Teva was excluded because of its focus on generic products and a U.S. medical information website could not be found for Bayer.
 - ❖ A total of 13 company medical information websites were included in the analysis.
- A range in composite MIV scores was found:
 - ❖ The highest MIV score was 15 out of 17.
 - ❖ The lowest MIV score was 8 out of 17.
 - ❖ The average MIV score was 10.6.
 - ❖ The median MIV score was 10.
- All company websites allowed for electronic submission of medical information questions and provided a phone number to speak to a medical information employee.
- Only 3 medical information websites did not have a search function and 9 of the websites allowed searches through a database of standard medical letters.
- Most websites did not directly link to indigent care information.
 - ❖ Only the Bristol-Myers Squibb and Pfizer websites provided a direct link.
- An online chat feature with a medical information professional was offered by 3 websites:
 - ❖ Eli Lilly, Genentech, and Pfizer
- Most websites did not list clinical trials, the exceptions being Pfizer, Sanofi, and Genentech.

Discussion

- All medical information websites fulfilled the most basic of functions: directing the health care professional to the medical information department via telephone number and online submission of drug information questions.
- Some companies had multiple websites that provided medical information website functionality; the most comprehensive one was chosen for analysis.

Limitations

- The Medical Information Value score has not been validated by health care professional opinion on the features they may find most useful.
- It is unclear how often medical information websites are used by health care professionals.

Conclusions

- The medical information websites of top pharmaceutical companies vary widely in the amount and quality of features offered. Thus, there is room for improvement in most medical information websites targeted toward health care professionals.

References

- Bordoloi P, Gažo A, Savulich D, Verzosa C. Medical information services: how are we trending? *Ther Innov Regul Sci*. 2014; 48(6):NP15-NP21.
- Pfizermedicalinformation.com [Internet]. New York: Pfizer Inc.; c2015 [updated 2015; cited 2015 Sept 21]. Available from: <https://www.pfizermedicalinformation.com/en-us>.
- Janssenmd.com [Internet]. Titusville: Janssen Scientific Affairs, LLC.; c2012 [updated 2015 Nov 25; cited 2015 Sept 21]. Available from: <https://www.janssenmd.com/>.
- Novartispharmaceuticals.com [Internet]. East Hanover: Novartis Corporation; c2012 [updated 2015; cited 2015 Sept 21]. Available from: <https://medinfo.novartispharmaceuticals.com/Login.aspx>.
- Sanofiencology.com [Internet]. Bridgewater: Sanofi-Aventis U.S. LLC; c2005 [updated 2015 Mar; cited 2015 Sept 21]. Available from: <https://www.sanofiencology.com/medicalInformation.aspx>.
- Merckconnect.com [Internet]. Kenilworth: Merck & Co., Inc.; c2012 [updated 2014; cited 2015 Sept 21]. Available from: <https://www.merckconnect.com/?hcpUser=yes>.
- Bmsmedinfo.com [Internet]. Princeton: Bristol-Myers Squibb Company; c2013 [updated 2013; cited 2015 Sept 21]. Available from: <https://www.bmsmedinfo.com/login.aspx>.
- Amgenmedinfo.com [Internet]. Thousand Oaks: Amgen Inc.; c2015 [updated 2015; cited 2015 Sept 21]. Available from: <https://www.amgenmedinfo.com/home>.
- Gene.com [Internet]. San Francisco: Genentech, Inc.; c2015 [updated 2015; cited 2015 Sept 21]. Available from: <http://www.gene.com/medical-professionals/medinfo>.
- Gsksources.com [Internet]. Philadelphia: GlaxoSmithKline; c1997 [updated 2014; cited 2015 Sept 21]. Available from: <https://www.gsksources.com/gskprm/en/US/adirect/gskprm?cmd=GSKMedicalInformation>.
- Abbviedmedinfo.com [Internet]. North Chicago: AbbVie Inc.; c2015 [updated 2015; cited 2015 Sept 21]. Available from: https://www.abbviedmedinfo.com/AV_WebIndex.
- Lillymedical.com [Internet]. Indianapolis: Lilly USA, LLC.; c2015 [updated 2015 Nov; cited 2015 Sept 21]. Available from: <https://www.lillymedical.com/us/en/index.aspx>.
- Astrazeneca-us.com [Internet]. Wilmington: AstraZeneca; c2015 [updated 2015; cited 2015 Sept 21]. Available from: <https://medicalinformation.astrazeneca-us.com/home.html>.
- Gilead.com [Internet]. Foster City: Gilead; c2009 [updated 2013; cited 2015 Sept 21]. Available from: <http://gilead.com/medicines/request-information>.

Author Contact Information

Jennifer Liu

Jennifer.Liu@rutgers.edu

Disclosure

Jennifer Liu: Nothing to Disclose
Evelyn Hermes-DeSantis: Nothing to Disclose
Michael Toscani: Nothing to Disclose