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## Background

- Global medical information (MI) services must anticipate the expectations of health care providers (HCPs) across different specialties and countries to better inform practitioners. However, there is limited data on the content expectations and format preferences of these resources.
- In order to gain a comprehensive understanding of the best method to communicate data, it is necessary to ascertain the perception of HCPs who utilize such medical information services across a variety of regions.
- With the increased oncology focus of pharmaceutical companies, it is important to understand the views of those who evaluate, administer monitor, and prescribe oncology products – pharmacists, oncology specialists, and general practitioners.

## Objective

The purpose of this study was to identify expectations for MI provided by pharmaceutical companies. The objectives were to identify the level of content detail and most effective channels of MI provided by pharmaceutical companies to HCPs.

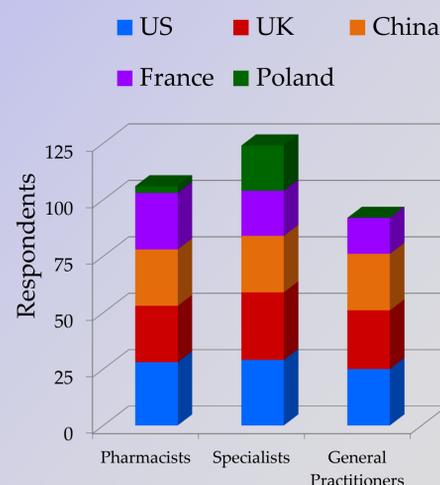
## Methods

- A web-based survey was approved by Rutgers IRB and distributed Jan 2014 to pharmacists, oncology specialists, and general practitioners from the US, UK, France, Poland, and China, who administer cancer-related medications.
- Participants were recruited from medical professionals panels maintained by Research Now Healthcare and affiliated global partners.
- A 13-question survey, translated per country language, assessed: practice demographics and use of industry sourced MI; scenarios which prompt contact of pharmaceutical companies for MI and related MI delivery of content and format preferences per scenario; and general perception and quality perception of MI provided by pharmaceutical companies
- Per country, 25 pharmacists, 25 oncology specialists (community and academic), and 25 general practitioners/primary care physicians were surveyed for a targeted sample of 75 practitioners per country at a total of 375 (N=375).

## Results

- A total of 322 HCPs completed the online survey. Figure 1 displays HCP type per country. In Poland and France oncologists utilizing MI services were difficult to obtain for the survey. In addition, there was low enrollment of general practitioners and pharmacists from Poland.

Figure 1. Demographic – Country and HCP type



- The majority of HCPs across regions perceive MI from pharmaceutical companies to be fair and balanced (75.8%) (Figure 2) and with enough details (82%) (Figure 3).

Figure 2. Perceived balance of information

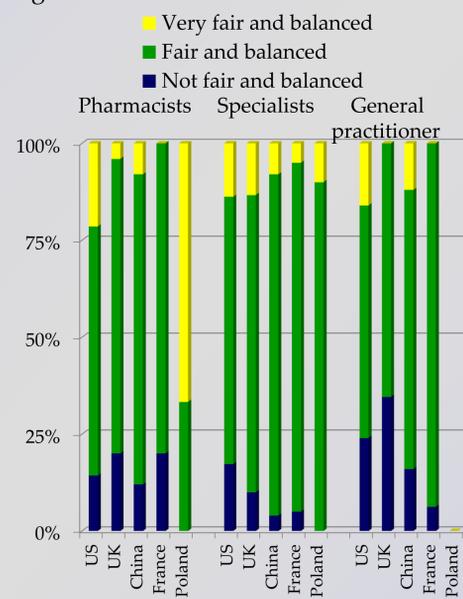
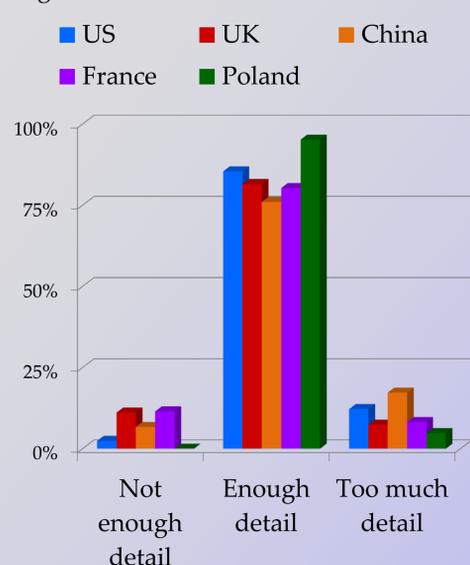
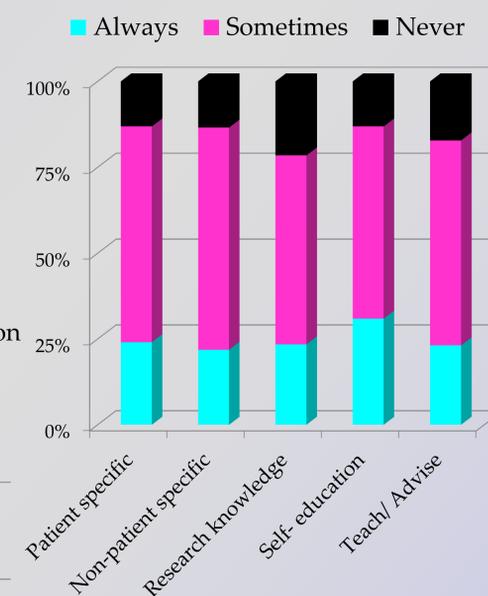


Figure 3. Level of detail received



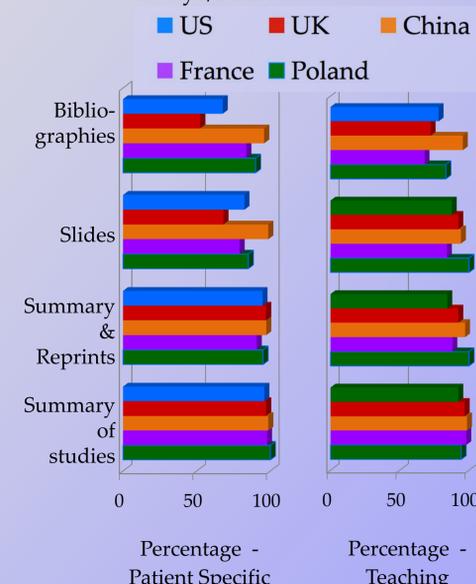
- Reasons for requesting information were comparable amongst type of HCPs and countries.
- HCPs were always/sometimes likely to contact MI services for specific treatment information and less likely for research, self education, and teaching (Figure 4).
- However, specialists were more likely to contact MI across all scenarios.

Figure 4. Scenario for contacting a pharmaceutical company



- When requesting information to make clinical decisions, the preferred format of information was generally consistent across HCPs and countries. HCPs preferred data summaries with/without reprints for clinical decisions (Figure 5a); whereas for teaching purposes, slides were preferred (Figure 5b).

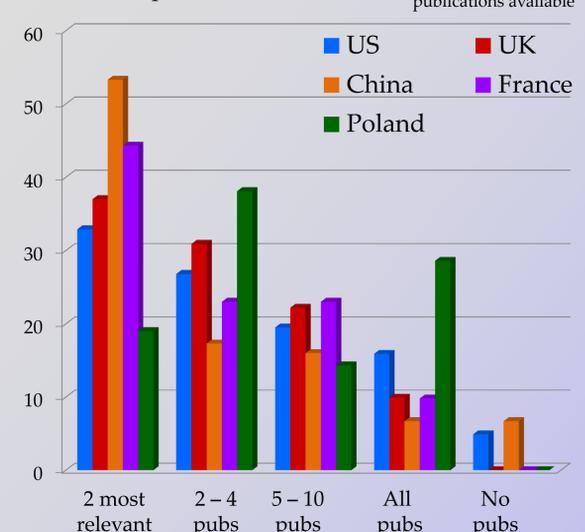
Figure 5. Formatting preference – Always/Sometimes



## Results (continued)

- Chinese HCPs preferred bibliographies compared to others which preferred bibliographies with abstracts.
- In regards to reprints, there were differences in the number of optimal publications provided amongst practitioners as well as by country. (Figure 6.)

Figure 6. Number of publications preferred \*



- HCPs found studies' primary objectives, specific results, and all reported safety data to be most important in informing clinical decisions.

## Conclusion

- Healthcare professionals request Medical Information from pharmaceutical companies for a variety of reasons that largely include information to treat specific patients or make clinical decisions.
- The study primary endpoint and the data that directly answers the HCPs question was the most important information within a medical Information response to all HCPs.
- Most HCPs in most of the countries surveyed preferred to receive short, and concise information with an overview of the data that specifically answers the question with a brief description of the study; followed by access to a more detailed summary of the study and main results.
- Provision of medical information to HCPs should be tailored to the expectations based upon country and type of provider. Some expectations transcend borders and health care settings.

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### Disclosure

KC – was an employ of Rutgers University at the time of the study; she is now an employee of AstraZeneca.  
SR – is an employee of BMS.  
MT, EHD, JB – are employees of Rutgers University.  
All authors have nothing to disclose.