



Evaluation of real-world information accessibility on pharmaceutical companies' medical information websites

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Background

- Real-world data (RWD) is collected through the use of electronic health records, insurance claims and billing activities, product and disease registries, patient-generated data, and data gathered from other sources that provide information on health status, such as hand-held devices or smart watches.¹
- Pharmaceutical companies are incorporating real-world evidence (RWE) to support clinical trials. The Food and Drug Administration (FDA) uses RWD and RWE to make regulatory decisions and monitor post-marketing safety and adverse events.¹
- When requesting medical information (MI), patients, caregivers, and healthcare providers (HCPs) should receive the most accurate and up-to-date data from the MI function within pharmaceutical companies.²
- According to a Decision Resource Group survey of 1285 U.S. physicians, 25% agreed that it is too difficult to find the information they need on pharma websites.³

Objective

- To determine the accessibility of real-world information from pharmaceutical companies by evaluating the company's MI website

Methods

- A list of 29 pharmaceutical companies and biotechnology companies associated with PhactMI was obtained from the PhactMI website. This study is independent of the PhactMI Organization.
- Each company's name was searched on the Google search engine with the terms "medical information" to identify the availability of a MI website. If a MI website was not available, that company was deemed as "not readily accessible".
- If a MI website was available, they were accessed as a HCP.
- If search capabilities were present on that MI website, the terms "real world" were searched. The search results were categorized as 0, up to and including 10, or greater than 10 hyperlinks.
- If search capabilities were only available when a product was specified, then that company's MI website was deemed as "not readily accessible" due to the extensive search process that would be required to search each product in each company's portfolio.

Results

- 23 of 29 companies searched had a separate MI website
- 16 companies' MI websites could be searched if a product was specified
- 4 companies' MI websites had no search capabilities
- 3 companies' MI websites could be searched for "real world"
 - 2 of these websites had >10 search results
 - 1 of these websites had 0 results
- 27 of 29 companies' MI websites were considered "not readily accessible" for real-world information**

Figure 1. Searchability of Pharmaceutical Companies' MI Websites N=29

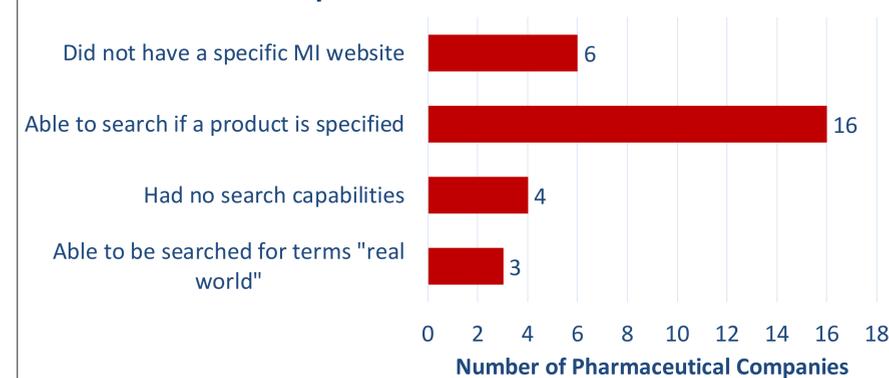


Figure 2. Results of the 3 companies that could be searched for "real world"

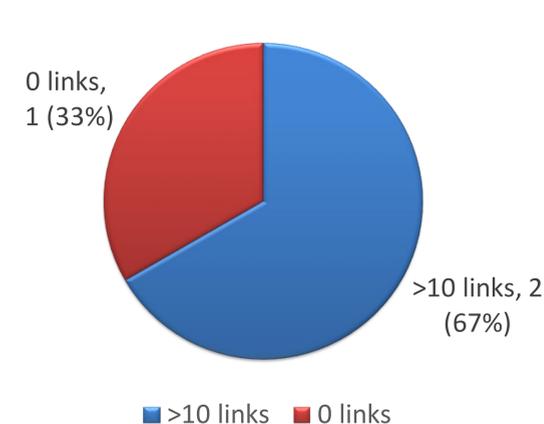


Table 1. Categories of information from MI websites with >10 search results

Company A	Company B
Scientific Response Documents with real-world outcomes	Published articles using Health Economic Data
Posters evaluating RWE	Published articles using RWE
Published articles using RWD	Published articles used in the Prescribing Information
Total hyperlinks: 73	Total hyperlinks: 89

Discussion

- Of the 6 companies that did not have a specific MI website, 5 had the option to submit an online medical inquiry and 1 provided phone numbers to request information/submit an inquiry.
- Two of the companies shared an informative fact sheet on RWD on their main websites that was published jointly.
- Company A (refer to Table 1) provided a list of the search results, with the option to filter results by product, therapeutic area, congress, and content type (poster, written response).
- Company B (refer to Table 1) had a unique platform that allowed the HCP to narrow the search based on the product, evidence type and category.

Limitations

- There were only two individuals that collected the data for this study.
- Real-world information was gathered from MI websites, not the pharmaceutical company's main website.
- The search of the terms "real world" was conducted without specifying a product, which was a capability of 16 of the MI websites.

Conclusions

- Pharmaceutical companies have a responsibility to provide the most reliable source of information for their products. The MI function within the pharmaceutical industry is responsible for providing that information accurately and in an unbiased manner.²
- With only 2 companies setting a precedent and providing easily accessible real-world information resources, this demonstrates a need for the improvement of other companies' MI websites.
- Pharmaceutical companies should provide all RWE-related published articles on MI websites to inform treatment decisions and ultimately improve patient care.

Disclosures

Christine Joseph: Employee of Rutgers University, partnered for a 2-year fellowship at Pfizer, Inc.
Christine Gutteridge: Employee of Pfizer, Inc.
Mary Sendi: Employee of Pfizer, Inc.

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