



*Comparative Effectiveness  
and the  
Consumer-Provider Conversation*

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Consumer & Prescriber Education Grant

<http://youtu.be/QLvqstmd4Jw>

<http://www.youtube.com/watch?v=5Fr2jmzNN30>

# Outline

- **Consumer perspective & Consumer-physician interaction**
- **Changing consumer behavior**
- **Where do we go from here?**

# Consumers' concerns and challenges in communicating with physicians

- **Consumers may lack key information about their condition**
- **May not be ready to enter into a discussion about drug effectiveness**
- **Care about safety but many do not discuss with physician**
- **Are pressured financially, affecting compliance**
- **Misunderstand role of FDA**
- **Are concerned about conflicts of interest**
- **Are concerned with over-reliance on prescription drugs**

# Impact of Economic Downturn

- **48% have taken an action to cut prescription drug costs (+9% vs 2010)**
  - **skipping filling prescriptions**
  - **skipping a schedule dosage**
  - **cutting pills in half**
  - **taking expired medications**
  - **sharing prescriptions with someone else**

# What Consumers find Valuable

- What drug information do consumers find valuable?
  - Safety – 88%
  - Interactions – 85%
  - Side effects – 81%
  - Comparative Effectiveness – 65%
  - Cost – 52%

**One in four consumers never had a conversation about adverse effects with their provider.**

# Online research

- **61% of consumers use the Internet to research their condition<sup>1</sup>**
- **24% of Internet users look up drug safety or recalls<sup>2</sup>**

**But only 8% of physicians thought that Internet research by patients was very helpful<sup>1</sup>**

1 Consumer Reports Subscriber survey, 2009

2 Pew Internet survey, 2010

# Consumer understanding of FDA approval and drug safety/advertising<sup>1</sup>

- 39% think that FDA approves only “extremely effective” drugs
- 25% believed that FDA only approves drugs without serious adverse effects
- 25% think that only “extremely effective drugs” can have DTC
- >50% chose the new drug vs. an older, equally effective one
- ~40% chose the drug where approval was based on a surrogate outcome

1 Schwartz, L and SW Woloshin, Arch Intern Med, 171:1463, 2011

# Consumers care about doctors' conflicts of interest

- **43% of consumers thought knowing if the doctor accepts money or gifts from pharma to be “very valuable”**
- **Increased by 9% since 2010**

# Consumers “rate” their own doctors highly

- **75% of survey respondents “highly satisfied” with their doctor**

**BUT**

- **Overall satisfaction declined when patients thought their doctors overemphasized prescription drug treatments**

# By the Numbers

<b>Percent of Americans taking a prescription drug</b>	<b>49</b>
<b>Average number of drugs taken</b>	<b>4.5</b>
<b>Percent aware of generics</b>	<b>98</b>
<b>Percent of those aware who are willing to switch to generic</b>	<b>93</b>
<b>Percent who say doctor sometimes or never discusses a generic</b>	<b>41</b>
<b>Percent of higher-income patients who use generics</b>	<b>64</b>
<b>Percent of lower-income patients who use generics</b>	<b>81</b>

## By the Numbers (2)

<b>Percent who have taken action to reduce drug costs</b>	<b>48</b>
<b>Percent who skipped a dose or skipped filling a prescription because of costs</b>	<b>28</b>
<b>Percent who found out about drug costs during the office visit</b>	<b>5</b>
<b>Percent of patients who think pharma has too much influence on doctors</b>	<b>72</b>
<b>Percent of doctors who wrote a prescription for a drug a patient learned about through advertising</b>	<b>70</b>

# Consumers' concerns and challenges in communicating with physicians

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# Consumer Reports Best Buy Drugs

CRH CO ON



## FEATURED DRUG REPORT Drugs to Treat ADHD

2 generics can save thousands over brand names [LEARN MORE ...](#)



STOP II

## Consumer Reports Health BEST BUY DRUGS

### Free Guidance for Consumers on Prescription Medicines

Best Buy Drugs is a public education project. It will help you talk to your doctor about prescription drugs, and find the most effective and safe drugs that also give you the best value for your health care dollar.

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#### by Condition

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- [Should you still take Celebrex?](#)
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Consumer Reports Health  
**BEST BUY DRUGS**  
FO  
Get the med  
at prices you  
Top choices for:  
Heart disease  
Diabetes  
Hypertension  
Blood pressure  
Migraine  
Pain  
Depression  
Cholesterol  
Menopause  
ADHD & more  
Ratings of 200+ top  
medicines

### Best Buy e-Update

Sign up for updates via email.

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### Get In

# Best Buy Drugs Project Objectives

- Inform consumers about their prescription and OTC drug choices
- Provide recommendations (“Best Buys”) based on safety, effectiveness, convenience and cost
- Increase access to affordable prescription drugs
- Promote conversations between consumers and their healthcare providers

# Funding

- **Grant supported**
  - Alfred Engelberg Foundation
  - National Library of Medicine
  - Consumer & Prescriber Grant Program
- **Internal financial support from Consumer Reports**

# Best Buy Drugs Editorial Process

- **Based on translation of a comparative effectiveness review (usually DERP)**
- **First consumer draft written by author of systematic review**
- **Consumer Reports writers/editors further adapt draft**
  - **Framework for the reader (eg, condition incidence, risk factors, etc)**
  - **Add cost information (retail)**
- **Peer review and internal review**
- **Fact checking and copyedit**

# Conditions



- **ADHD**
- **Allergies**
- **Alzheimer's**
- **Asthma**
- **Constipation**
- **Depression**
- **Diabetes**
- **Fibromyalgia**
- **Heartburn**
- **Heart attack**
- **Heart failure**
- **Hepatitis C**
- **High cholesterol**
- **Hypertension**
- **Insomnia**
- **Menopause Migraine**
- **Muscle Relaxants**
- **Nausea and vomiting**
- **Nerve pain**
- **Osteoarthritis**
- **Overactive bladder**
- **Pain**
- **Prostate**
- **Rheumatoid arthritis**
- **Schizophrenia and bipolar**
- **Stroke**

# Advantages and Disadvantages of the Oral Diabetes Drugs

**Consumer Reports Health Best Buy Drugs are in blue.** We recommend these drugs because they are effective, generally safe, and cost less. Work with your doctor to choose the best drug or drugs for you.

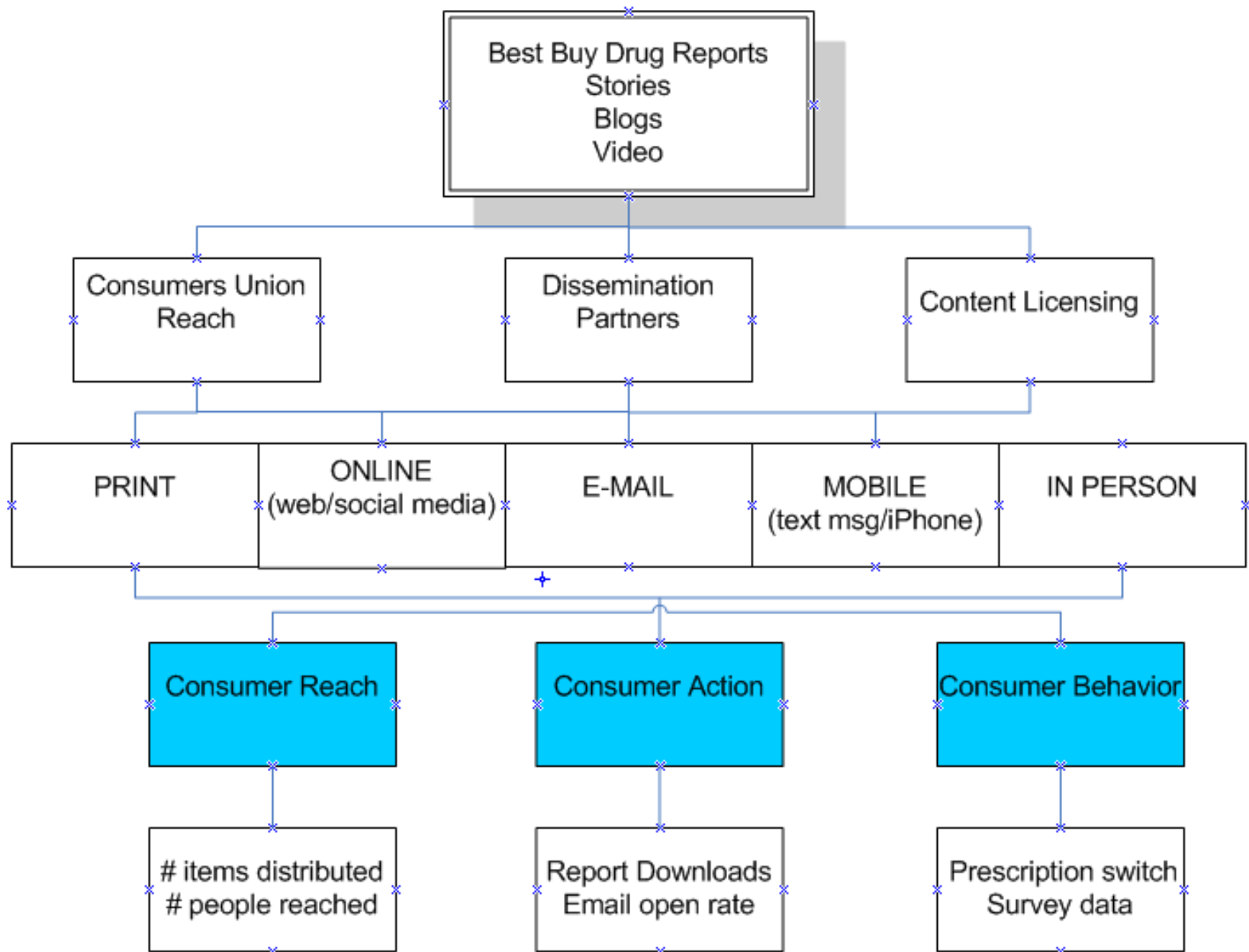
Group	Advantages	Disadvantages
<i>Biguanides</i> generic <b>Metformin</b>	<ul style="list-style-type: none"><li>• Low risk of low blood sugar</li><li>• Does not cause weight gain</li><li>• Drop in triglycerides<sup>A</sup></li><li>• No rise in blood pressure</li><li>• Low cost: \$4 to \$18 per month or less<sup>B</sup></li></ul>	<ul style="list-style-type: none"><li>• High risk of nausea, bloating, and diarrhea</li><li>• Not safe for people who have kidney disease or heart failure</li><li>• Need to take 2 to 3 times a day</li></ul>
<i>Sulfonylureas</i> generic <b>Glipizide</b> , <b>Glimepiride</b> , and <b>Glyburide</b>	<ul style="list-style-type: none"><li>• Fast-acting</li><li>• No rise in blood pressure or bad (LDL) cholesterol<sup>C</sup></li><li>• Take once a day</li><li>• Low-cost: \$4 to \$13 per month or less<sup>B</sup></li></ul>	<ul style="list-style-type: none"><li>• Weight gain of 5 to 10 pounds</li><li>• Higher risk of low blood sugar</li></ul>
<i>Alpha-glucosidase Inhibitors</i> brand-names <b>Glyset</b> and <b>Precose</b>	<ul style="list-style-type: none"><li>• Less risk of low blood sugar than Sulfonylureas</li><li>• Does not cause weight gain</li><li>• Drop in triglycerides<sup>A</sup></li><li>• No rise in cholesterol</li></ul>	<ul style="list-style-type: none"><li>• Less drop in blood sugar than Sulfonylureas</li><li>• Higher risk of nausea, vomiting, and diarrhea</li><li>• High cost: \$111 to \$132 per month</li></ul>
<i>Thiazolidinediones</i> brand-names <b>Actos</b> and <b>Avandia</b>	<ul style="list-style-type: none"><li>• Less risk of low blood sugar than Sulfonylureas</li><li>• Slight rise in good (HDL) cholesterol<sup>D</sup></li><li>• Drop in triglycerides (Actos)</li></ul>	<ul style="list-style-type: none"><li>• Higher risk of heart failure</li><li>• Higher risk of heart attack (Avandia only)</li><li>• Weight gain of 5 to 10 pounds</li><li>• Risk of fluid build-up (edema) and</li></ul>

**Table 2. PPI Cost Comparison**

Generic Name	Brand Name <sup>1</sup>	Frequency of Use <sup>2</sup>	Average Monthly Cost <sup>3</sup>
Esomeprazole 20 mg tablets	Nexium	One per day	\$240
Esomeprazole 40 mg tablets	Nexium	One per day	\$221
Dexlansoprazole 30 mg sustained-release tablets	Kapidex	One per day	\$173
Dexlansoprazole 60 mg sustained-release tablets	Kapidex	One per day	\$165
Lansoprazole 20 mg delayed-release tablets (non-prescription)	Prevacid 24HR	One per day	Price not available as of September 2009
Lansoprazole 15 mg delayed-release capsules	Prevacid	One per day	\$236
Lansoprazole 15 mg delayed-release tablets	Prevacid	One per day	\$234
Lansoprazole 30 mg delayed-release capsules	Prevacid	One per day	\$230
Lansoprazole 30 mg delayed-release tablets	Prevacid	One per day	\$221
 Omeprazole 20 mg tablets (non-prescription)	Prilosec OTC	One per day	\$24
 Omeprazole 20 mg tablets (non-prescription)	Generic	One per day	\$24
Omeprazole 10 mg delayed-release capsules	Prilosec	One per day	\$169
Omeprazole 10 mg sustained-release capsules	Generic	One per day	\$109

**Table 3. NSAIDs Cost Comparison (continued)**

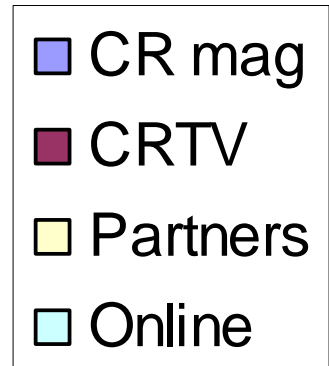
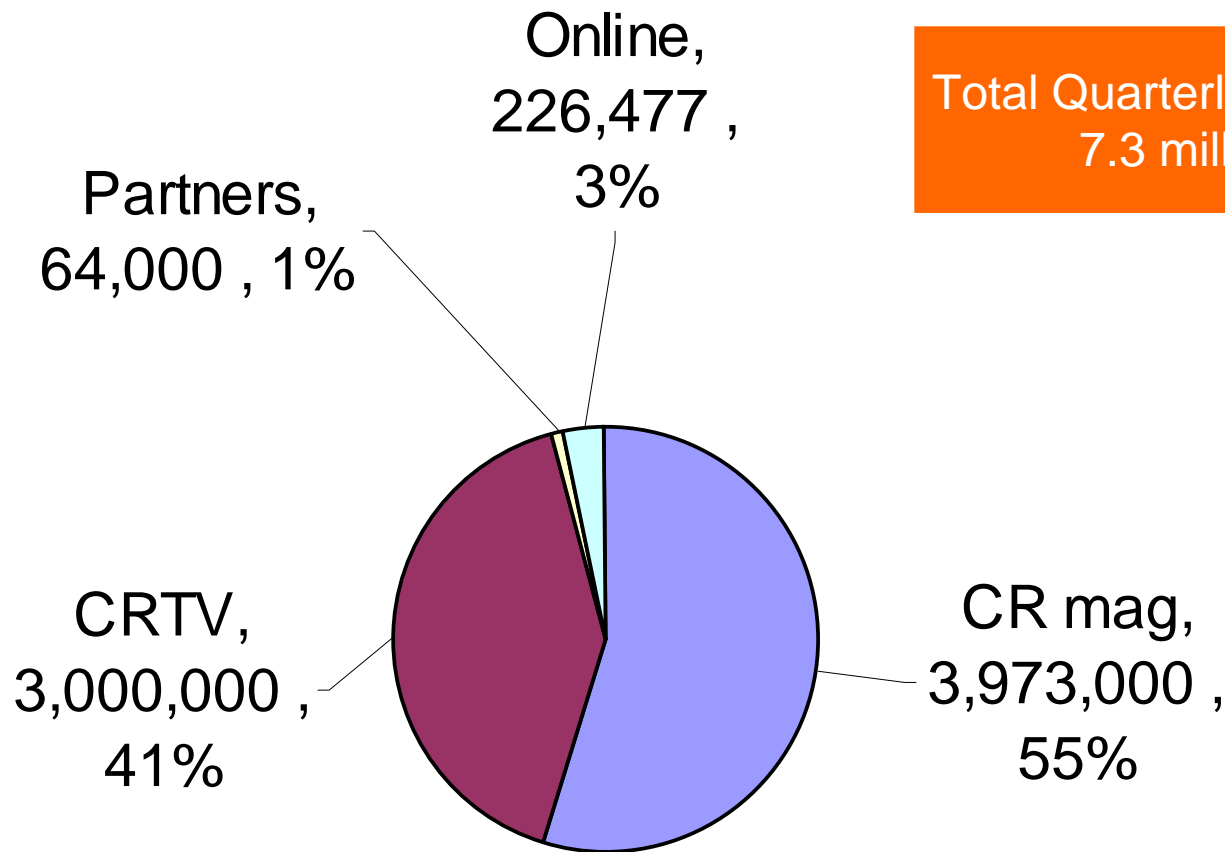
Generic Name and Dose	Brand Name(s) <sup>a</sup>	Drug is a Generic	Frequency of Dose (per Day) <sup>b</sup>	Average Cost for Month's Supply <sup>c</sup>
Fenoprofen 600 mg tablet	Generic	Yes	Three	\$68
Flurbiprofen 50 mg tablet	Generic	Yes	Three	\$63
Flurbiprofen 100 mg tablet	Generic	Yes	Two	\$63
Ibuprofen 200 mg tablet	Advil <sup>d</sup>	OTC <sup>e</sup>	Eight	\$23
Ibuprofen 200 mg tablet	Motrin <sup>d</sup>	OTC <sup>e</sup>	Eight	\$23
 Ibuprofen 200 mg tablet	Generic <sup>d</sup>	OTC <sup>e</sup>	Eight	\$14
 Ibuprofen 400 mg tablet	Generic	Yes	Four	\$15 
 Ibuprofen 600 mg tablet	Generic	Yes	Four	\$21 
 Ibuprofen 800 mg tablet	Generic	Yes	Three	\$19 
Indomethacin 25 mg capsule	Generic	Yes	Three	\$32 
Indomethacin 50 mg capsule	Generic	Yes	Two	\$35 
Indomethacin 75 mg extended-release capsule	Generic	Yes	One	\$88
Ketoprofen 50 mg capsule	Generic	Yes	Three	\$85 
Ketoprofen 75 mg capsule	Generic	Yes	Three	\$92 
Ketoprofen 200 mg extended-release capsule	Generic	Yes	One	\$83
Meclofenamate 50 mg capsule	Generic	Yes	Four	\$246



# Consumer use of CER - Measurement

- **Surveys**
- **Focus groups**
- **Web metrics**
- **PBM interventions**
- **One-on-one interviews/counseling**

Total Quarterly Reach =  
7.3 million



# Consumer use of CER - Focus Groups

- **Consumers report “empowerment”**
- **Enhances communication between patient and physician/healthcare provider**
- **Reinforces physicians’ recommendation**
- **Provides savings even to the insured (cost can be lower than co-pay)**
- **Wanted to know what pharmacies distributed the content**

# Consumer Use of CER - Survey

- Consumers report **conversations with physicians/pharmacists**
  - 42% of respondents discussed information from Best Buy Drugs with the doctor
  - Among those, 77% had talked about changing a medication
- Consumers **switch to lower-cost alternative**
  - 41% of all respondents switched a medication
- Readership survey
  - 2.3 million read CR magazine article on BBD
  - Estimate **892,400 plan to take action** (e.g., changing their medication, doing research, discussing with a health professional)

# PBM Intervention

- **Recent PPI intervention pilot**
  - Letter sent to PBM clients regarding change in formulary tiers/drugs no longer covered
  - Target intervention contained BBD “message” and/or insert (~52,000); control did not (~81,000)
  - **Target intervention decreased prescriptions 14% more than control**
  - Possible migration to OTC options or no prescription

# Enhancing Consumer-Provider Conversations

- **Create easy-to-understand, transparent information**
  - Quantitative displays of benefits and harms (eg, Schwartz & Woloshin’s “Drug Facts Box”)
  - Clear information about what is known (eg, surrogate outcomes) and not known (safety)
- **Provide this information in multiple ways**
  - With every drug that is dispensed
  - From the provider when drug is prescribed
  - Online repository
  - Secondary sources that reinforce/expand the information

# CER vs Flat-screen TVs

- **CR magazine cover testing showed that cover lines focused on flat-screen TVs outperformed those about drug CER**
- **In readership surveys, however, readers expressed greater interest in drug CER vs TVs.**

# Questions?

[www.CRBestBuyDrugs.org](http://www.CRBestBuyDrugs.org)

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