



*Comparative Effectiveness
and the
Consumer-Provider Conversation*

Doris Peter, PhD
Principal Investigator – Consumer Reports Health Best Buy Drugs
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 condition¹**
- **24% of Internet users look up drug safety or recalls²**

But only 8% of physicians thought that Internet research by patients was very helpful¹

1 Consumer Reports Subscriber survey, 2009

2 Pew Internet survey, 2010

Consumer understanding of FDA approval and drug safety/advertising¹

- **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

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

By the Numbers (2)

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

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**

Outline

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

Search bar

Healthy Living

Conditions & Treatments

Prescription Drugs

Natural Health

Doctors & Hospitals

Ins...

Home > Consumer Reports Best Buy Drugs

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.

- [Learn More](#)
- [Funding Sources](#)
- [Advisory Board](#)
- [Peer Reviewers](#)
- [For Medical Professionals](#)
- [For the Press](#)
- [For People on Medicare](#)
- [En Español](#)

See Reports by drug category

by Condition

- ADHD
- Angina
- Alzheimer's
- Diabetes
- Enlarged Prostate
- Heartburn

by Drug Name

- Ambien
- Atenodol
- Fluoxetine
- Lisinopril
- Metformin
- Metoprolol

News and Updates

- [Should you still take Celebrex?](#)
- [Common off-label drugs](#)
- [Generics as effective as brands?](#)

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.

[Sign-up](#)

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

Table 2. PPI Cost Comparison



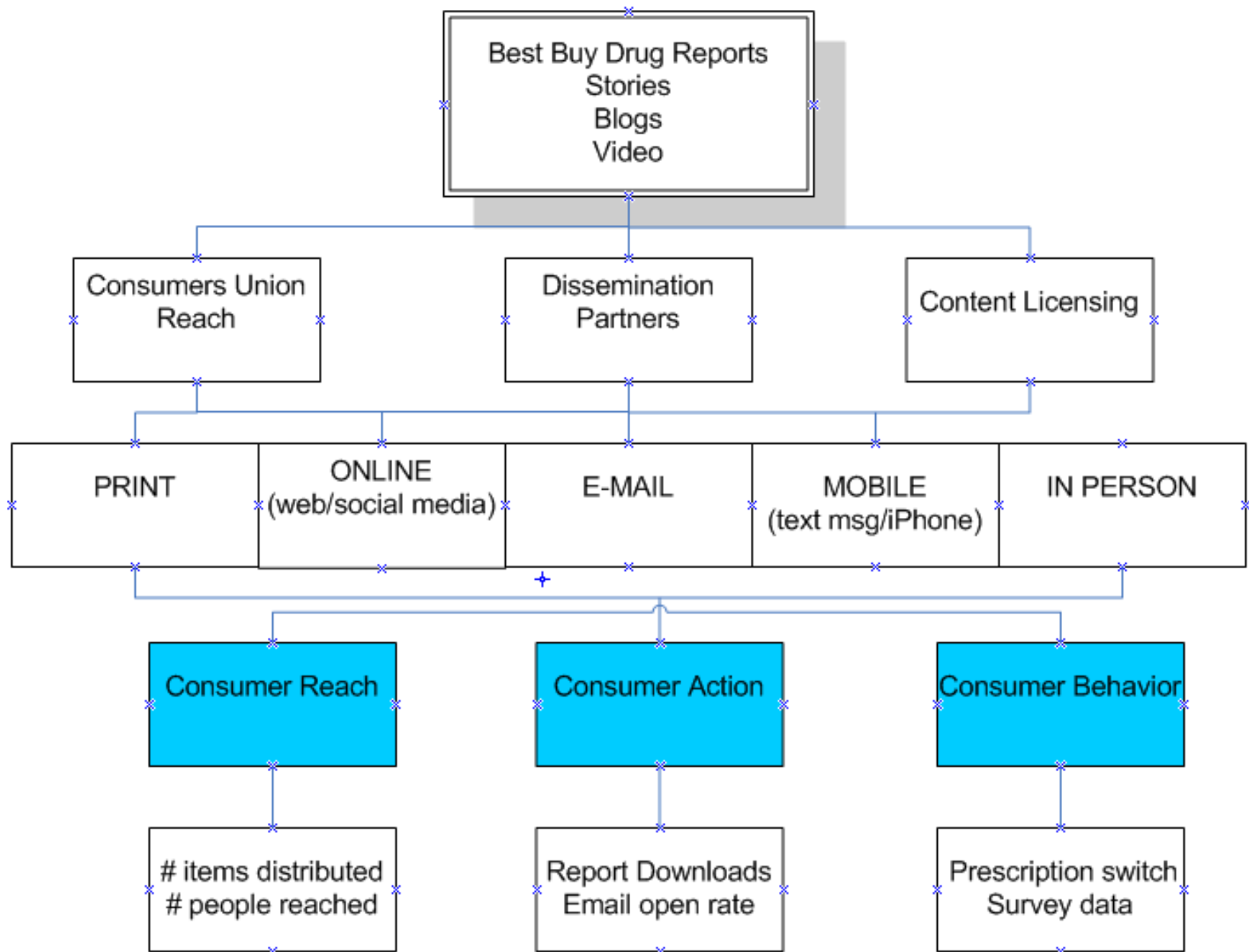
Generic Name	Brand Name ¹	Frequency of Use ²	Average Monthly Cost ³
Esomeprazole 20 mg tablets	Nexium	One per day	\$240
Esomeprazole 40 mg tablets	Nexium	One per day	\$221
Dexlansoprazole 30 mg sustained-release tablets	Kapidex	One per day	\$173
Dexlansoprazole 60 mg sustained-release tablets	Kapidex	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)

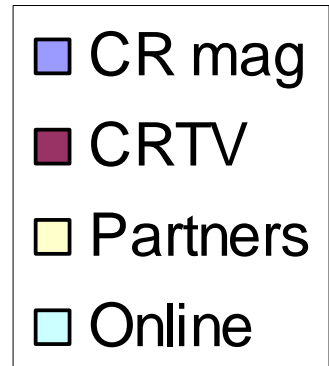
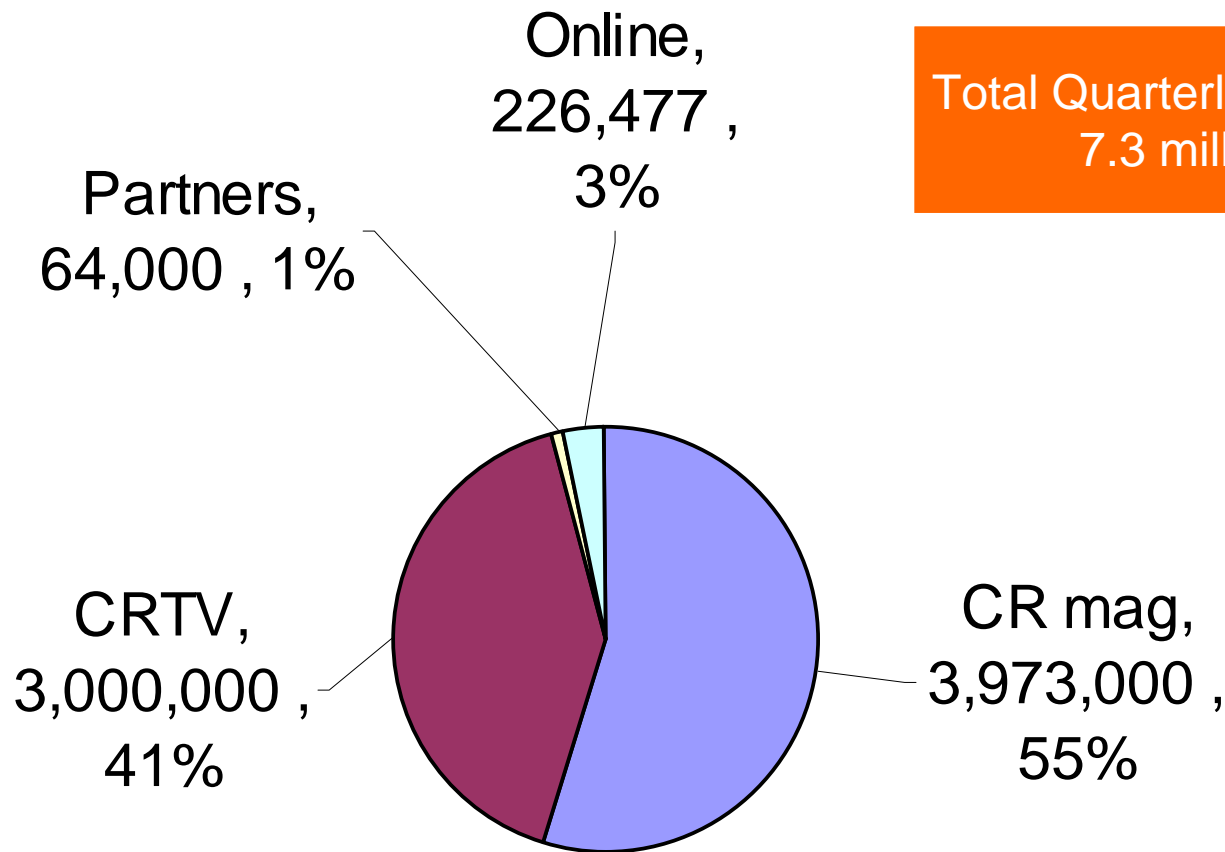
Generic Name and Dose	Brand Name(s) ^a	Drug is a Generic	Frequency of Dose (per Day) ^b	Average Cost for Month's Supply ^c
Fenoprofen 600 mg tablet	Generic	Yes	Three	\$68
Flurbiprofen 50 mg tablet	Generic	Yes	Three	\$63
Flurbiprofen 100 mg tablet	Generic	Yes	Two	\$63
Ibuprofen 200 mg tablet	Advil ^d	OTC ^e	Eight	\$23
Ibuprofen 200 mg tablet	Motrin ^d	OTC ^e	Eight	\$23
 Ibuprofen 200 mg tablet	Generic ^d	OTC ^e	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

Doris Peter

dpeter@consumer.org

914-378-2977