

PHARMACOVIGILANCE PATIENT CENTRICITY SUCCESS STORIES

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Patient Centricity



PATIENT CENTRICITY SUCCESS STORIES



Achievements:

Collaboration between different local safety units around the world to join forces to launch Pharmacovigilance patient centric initiatives which support patient access to safe medicines

Main three success stories

1-Pharmacovigilance supporting enabling access to free treatment in some African countries

2-Pharmacovigilance supported risk minimization educational activities in an engaging games and videos

Opportunities

In some African countries, there are exciting opportunities to support enabling access to some surgeries and medicines free of charge to patients in need through a patient support programs in partnership with regulators.

This is a new hope for patients and their relatives who suffered diseases and could not afford and had no access to receive medicines and treatment to diseases

The rewarding outcome is the patients now have free access to some medicines and surgeries with compliance to patient safety and integrity

How did we achieve this ?

We achieved this by listening to patient's priorities and needs.

We set up Pharmacovigilance and medical structure to launch the patient support program which enables free access to treatment

We successfully partnered with regulators in which a contract was signed which enables free access to some treatments to patients.

The main role of Pharmacovigilance was to design and approve the program from Pharmacovigilance perspective, providing trainings to relevant stakeholders on how to collect and report adverse events.

We also provided training on risk minimization activities, on how products can be administered to minimize risks, we also provided practical product safety training

We ensured reconciliation and quality check were also conducted to ensure that the program is run as per local and global requirements.

We also gained patient insight on the treatment and ensured timely access to safe medications

PATIENT CENTRICITY- ENABLING ACCESS TO TREATMENT IN SOME AFRICA COUNTRIES



Successful Outcome

- The regulatory authorities accepted the partnership and the initiative to provide free access to some treatments, surgeries and products.
- New medical and Pharmacovigilance infrastructure was launched to ensure safe administration of medication
- The patient support program was launched in compliance with global and local regulations
- Patients now have free access to some treatments which relieve their pain !

PATIENT CENTRICITY - RISK MINIMIZATION ACTIVITIES EXAMPLE 1



Opportunity

- Opportunity to gain insights and feedback by listening to public needs on how best to deliver educational and risk minimization training and information
- Opportunity to make the educational materials more simple, clear, practical and attractive, in order to encourage HCPs and patients to read and use the material
- Risk minimization materials adapted to the level of understanding of patients to minimise the safety risks of products, and ultimately protect patients from harm.

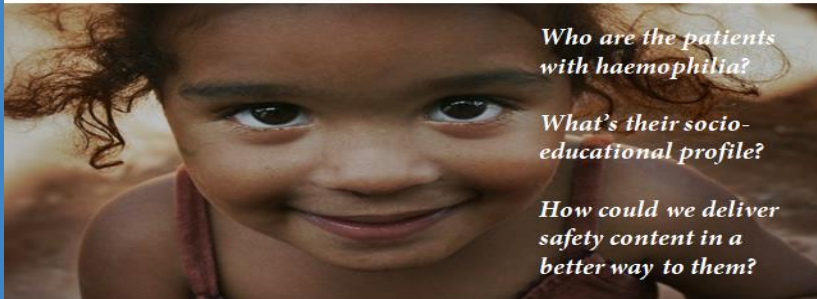


What did we do?

- Feedback obtained from patients and doctors on how best to deliver risk minimization training and messages
- The feedback was to create games to children in which they play with other children with similar conditions and learn how to manage their diseases in engaging and motivating manner
- Children playing and learning their diseases together boost their knowledge on how to manage diseases and that they are not alone !
- Another suggestion and feedback was to establish dosing schedule in the patient material so that patients will remember their appointments. This improves patient adherence to treatment

Understanding patients' profile

Some questions came up



Who are the patients with haemophilia?

What's their socio-educational profile?

How could we deliver safety content in a better way to them?



What did we do?

The local safety responsible also gained feedback on potential identified trends of medication error reported as adverse event for a specific product.

An Example, the error is linked to administration of the SC for IV dosage of a particular product.

A few HCPs were not aware of the launch of the SC dosage form.

Actions taken: Cross functional meeting to mitigate risk and agreed on a simple digital solution to cover a wider range of HCPs.

A 3 mins video (on slide 10) highlighting the key differences btw the SC and IV formulation of this specific medication. This mitigates the risk of medication errors.

Risk Minimization in Nigeria



PATIENT CENTRICITY - RISK MINIMIZATION ACTIVITIES OUTCOME



Outcome

- Patient voice are heard through co creation of collaboration
- Patients are more empowered as they will be more likely to refer to the educational materials to best manage their wellbeing, creating a safer environment.
- HCPs will receive materials which can simplify their work and mitigate risk of medical errors, contributing to overall lower healthcare cost to society.



Outcome

Making our activities more patient centric ensures that we are able to maximise our impact in minimising risks to our patients, and thereby increasing patient wellbeing and reducing cost to society. We put patients safety first.



Doing now what patients need next