Getting the message across: Effective Communications and Pharmacovigilance

a presentation

by Bruce Hugman

Communications consultant to

Uppsala Monitoring Centre
Communications failures in everyday life

- Friends
- Family
- Shopping
- Driving
- Safety
- Health
- ...more...
Why do communications matter in drug safety?

- Welfare of hundreds of millions of people worldwide
- Extreme dangers of failure

and

- Communications are commonly poorly-executed, second-rate and ineffective
Times New Roman

We took a breezy excursion and gathered jonquils from the river slopes. Sweet marjoram grew in luxuriant profusion by the window that overlooked the Aztec city. Jaded zombies acted quietly, but kept driving their oxen forward.

Arial

We took a breezy excursion and gathered jonquils from the river slopes. Sweet marjoram grew in luxuriant profusion by the window that overlooked the Aztec city. Jaded zombies acted quietly, but kept driving their oxen forward.
i love typography

Malabar type family released
BY DAN REYNOLDS

Last week, Linotype released my newest typeface family, Malabar. With six fonts for the Latin script, Malabar is a sturdy oldstyle serif. Designed for extensive reading, Malabar was originally part of a larger design project conceived for Indian newspapers, and a Devanagari addition will be released at a later date. After that, who knows?

Es tut mir Leid
aber von DEINER ARBEIT bekomme ich manchmal
»echt Bauchweh«
Background is an A4 sheet
Background

is an A4 sheet

• Too many words
• Font too small
• Little white space
• No structure
• No priorities

Pretty much useless for most people
The January 2011 posting includes 43 drug products with safety labeling changes to the following sections:

BOXED WARNING, CONTRAINDICATIONS, WARNINGS, PRECAUTIONS, ADVERSE REACTIONS, PATIENT PACKAGE INSERT, and MEDICATION GUIDE.
Communication challenges!

- The importance of ADRs and reporting them
- Information about benefit – harm and effectiveness – risk
- Encouraging rational drug use/adherence
- Communicating uncertainty
- Dealing with traditional beliefs and practices
- Involving patients; reaching informed consent
- Preventing or resolving crises
Problematic issues in drug safety: all reliant on communications for safety

- Adverse effects: ‘no drug 100% safe’
- Risk as a concept in medicine
- Safety and medicines (prescribing, dispensing)
- Benefit-harm
- Effectiveness-risk
- Public health and commercial goals
- Public health and individual welfare
- Access to medicines
- Uncertainty

continued...
More problematic issues in drug safety:

- Individual patient variation and susceptibility
- Polypharmacy/polytherapy
- Interactions
- Relationship of allopathic and traditional medicines
- Resistance
- Diagnostic, prescribing and dispensing errors
- Correct use and compliance/adherence issues
- Labelling and storage
Medicines - a major part of everyday life

- In the US approx 3 billion prescriptions annually: 10 for every person in the population (pop. 300m)
- In the UK approx 750 million community prescriptions annually (pop. 61m)
- ADRs and adverse interactions increase exponentially with 4 or more medications
- Tens of millions of patients are self-medicating: OTCs, trad meds, internet
What is an effective communication?
‘ But I sent her an email...’
An effective communication is a message which has been sent, with evidence that it has been received, understood and has prompted appropriate change or action.
Clear message

Received and understood

Prompts change or action

Feedback

An Effective Communication
Principles of Effective Communications

- Be clear about your message and purpose
- Know your audience(s): empathy; tailor the message
- Choose appropriate methods/media
- Present message with impact
- Make benefits clear
- Pre-test and revise message
- Repeat message
- Repeat message
- Seek feedback, monitor effects, start again
This is the competition...
JUMP ON!

Social media Bandwagon

Bruce Hugman, Uppsala Monitoring Centre
59cm long
Targeting

Audience segmentation
Doctors and nurses are all different
Pharmacists are all different
Patients are all different

- Age, gender
- Education, ability
- Intelligence
- Role, job
- Location, lifestyle
- Income, debt
- Attitudes, values
- ...more
Partners and audiences in drug safety

- Manufacturers
- Regulators
- Politicians
- Employees
- **Health professionals**
- Academics
- Bosses/managers

- **The public**
- **Patients**
- Consumer and lobby groups
- Lawyers
- The media
- International community
Literacy and health literacy

- Percentage of population at or below basic literacy (US 20-30%)
- Percentage of population with poor health literacy (US maybe 50%+)
- Percentage of population with poor numeracy and health numeracy skills - measurement, risk - (at least 50%+)
Empathy

What’s it like for them?
Know your audience

- Watch
- Listen
- Research
- Ask
- Test
Communicate competitively
Getting attention, changing beliefs, values, feelings and behaviour is very difficult
STOP!
PAY ATTENTION!
REMEMBER!
ACT!
Malaysian ADR poster
COUNTERFEIT DRUGS KILL!

WORKING TOGETHER FOR SAFE DRUGS:
- World Health Organization (WHO)
- International Federation of Pharmaceutical Manufacturers Associations (IFPMA)
- International Generic Pharmacueticals Alliance (IGPA)
- World Self-Medication Industry (WSMI)
- CHMP/Pharmaciens Sans Frontieres
I HAVE AIDS
PLEASE hug me

I can't make you sick
ADVERSE REACTION NEWSLETTER 1994:3

NATIONAL DRUG MONITORING CENTRES - DRUG SAFETY ISSUES

The newsletter contain information reported to WHO and UMC. Collaborating Centres for International Drug Monitoring. However, the information reported does not necessarily reflect the opinion, decisions or policies of the World Health Organization. This is an unedited document. Accurate simulation is understood. No attempt is made to the text that some of its contents may conflict with the issue.

SIGNAL

WHO Collaborating Centre for International Drug Monitoring

April 12, 2000

SIGNAL

Adverse Reaction Reports in the WHO Database - November 2000

Analysis of Adverse Reaction Reports in the WHO Database - November 2000

Signals in this issue

* Colchicine - reporting the recent potential of other drugs
* Tolbutamide as a cause of myocardial infarction
* Reports of increased dizziness with dexamethasone
* Cholestasis and jaundice
* Crying and fever
* Abnormal and外出的
* Unwanted pregnancy associated with tolbutamide
* Respiratory problems associated with tolbutamide
* Dizziness, proteinuria and other adverse reactions
* Stomatitis, peptic ulcers and other adverse effects

Follow-up

* Recommendations during pregnancy

Bruce Hugman, Uppsala Monitoring Centre
BRITISH
MEDICAL JOURNAL
JOURNAL OF THE
BRITISH MEDICAL
ASSOCIATION
SATURDAY AUGUST 6 1938
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WITH SUPPLEMENT AND EPITOME
LONDON
BRITISH MEDICAL ASSOCIATION
TAJISTOCK SQUARE

BMJ
PLUS Renal function and risk of stroke
Managing frequent migraine
Chronic pelvic pain in women
Don't miss septic arthritis in children

Should mental health services fear the private sector?
A STEP CHANGE IN ECZEMA TREATMENT

PATIENT INFORMATION LEAFLET
For more info please visit www.dreamskinhealth.co.uk

What are Dreamskin Health clothes?
Dreamskin is an exciting and unique new clothing technology which has been designed for dry, itchy and sensitive skin. Dreamskin garments are made from the highest grade medical silk and have been coated with a special polymer which stops irritants from reaching your skin and helps your skin regulate its temperature and moisture levels.

What will Dreamskin Health clothes do for me?
Dreamskin clothes will help keep your skin cool and reduce the itching associated with dry skin conditions. This should help you to stop scratching as much and give your skin a chance to recover and heal.

How do I use them?
Dreamskin Health clothes can be worn just like any other. They are comfortable against your skin, and are very thin and light and can easily be worn under your normal clothes without being seen. If you currently use any creams or medications you should continue as usual and just put the clothes on after application of your existing treatment.

How to look after Dreamskin Health clothes
Dreamskin clothes are very easy to care for. You can wash them by hand or in a washing machine and they are suitable for tumble-drying. We suggest that you use a non-biological washing powder - which is recommended for sensitive skin - and wash with other light colours.

Dreamskin Health Limited
The Manor Grounds, Manor Park, Hatsfield, Hertfordshire, AL1 5AD
Tel: +44 (0) 1707 338 082 1 www.dreamskinhealth.co.uk
KENACOMB® CREAM

DESCRIPTION

Kenacomb® Cream is a topical cream containing a combination of nicotinamide, salicylic acid, and sulfur. It is indicated for the treatment of acne vulgaris, characterized by facial erythema, swelling, and pustules. The active ingredients work by reducing skin inflammation, decreasing the number of skin bacteria, and removing excess sebum.

INDICATIONS

Kenacomb® Cream is indicated for the treatment of acne vulgaris.

CONTRAINDICATIONS

Kenacomb® Cream is contraindicated in individuals with a known hypersensitivity to any of its components or to nicotinamide, salicylic acid, or sulfur.

PRECAUTIONS

General

1. Do not apply to broken or irritated skin.
2. Avoid contact with the eyes, nose, or mouth.
3. Do not use in children under the age of 9 years.
4. Pregnant or breastfeeding women should consult a healthcare professional before use.

Adverse Reactions

Kenacomb® Cream may cause skin irritation, redness, and dryness. If these effects persist or worsen, discontinue use and contact a healthcare professional.

DOSAGE AND ADMINISTRATION

Apply a thin layer of the cream to the affected skin areas, once or twice daily, after cleansing. Avoid contact with the eyes, nose, and mouth. Wash hands after handling the cream.

PREGNANCY

Category C: No adequate studies have been performed in pregnant women. Use only if the potential benefit justifies the potential risk to the fetus.

LACTATION

It is unknown whether this drug is excreted in breast milk. Consult a healthcare professional before use if breastfeeding.

REFERENCES

Qualities of modern communications:

• Intimacy
• Immediacy and high impact
• Peer-to-peer
• Addressing competition and low attention levels
• Benefits
Carlsberg

Probably the best beer in the world.
Planning communications:

- Today’s modern standards and methods
- Simple, clear message
- Stimulating motivation and offering benefits (including rewards and feedback)
- The use of specialist skills and creative imagination
Monitor, measure and evaluate effects

Does it work?
If so, why?
If not, why not?
If not, change it
An Effective Communication

- Clear message
- Received and understood
- Prompts change or action
- Feedback
Dear Friends,

As your personal representative, I am writing to inform you about our current situation. At present, we are facing several challenges that demand our immediate attention. Our goal is to ensure that we maintain a peaceful environment and we are working tirelessly to achieve this.

However, we have encountered some unforeseen obstacles in our efforts. We have been informed that certain individuals are planning to disrupt our ongoing developments. I urge all of you to remain vigilant and to support our cause in every possible way.

We are committed to executing our plans in a manner that is both efficient and effective. We have allocated extra resources to our teams so that we can overcome these challenges. Our priority is to ensure the safety and well-being of our community.

Please feel free to contact me should you have any questions or concerns. I am always available to discuss any issues that arise.

Sincerely,

Bruce Hugman,
Uppsala Monitoring Centre
The heart of good communications is understanding all your audiences and tailoring messages precisely to them.
Branding
Repetition
Location
Stop the spread of flu germs

Cover your mouth and nose with a tissue when you cough or sneeze.

Put your used tissue in the rubbish bin or in a plastic bag.

Wash and dry your hands often, especially after coughing or sneezing – use soap.

Stay away from others if you’re sick.

Protect your family from flu.

Symptoms of Swine flu

Systemic
- Fever

Psychological
- Lethargy
- Lack of appetite

Nasopharynx
- Runny nose
- Sore throat

Respiratory
- Coughing

Intestinal
- Diarrhea

Gastric
- Nausea
- Vomiting

Bruce Hugman, Uppsala Monitoring Centre
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Summary

• Our communications must:
  – Be strong and visible
  – Be precisely targeted and tested
  – Change attitudes, values, behaviour
  – Be followed up and revised
  – Embrace modern standards and skills
almost
The End
of this presentation...
and the beginning
of the challenges for you.
Crisis management and communication

- Crises will happen (fire, death, ADRs…)
- Assess risks
- Anticipate and plan for all likely and unlikely events
- Create, rehearse and revise crisis plans
- In crisis, communicate
  - Quickly
  - Openly and honestly
  - Express regret, apologise
  - Explain what is being done to solve the crisis and prevent repetition
Read

Expecting the Worst

The UMC’s crisis management and communication manual
If you think I have something useful to say, you might like to read...

www.pharmpress.com
www.amazon.com
www.brucehugman.com
The end