Roadmapping the Transition to Digital Medicines Information

Roundtable Report
Feb 2022
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4.5 Trillion medicines made every year

**But:**
- Billions of effective medicines discarded unused
- Billions of medicines lost due to packaging or delivery failures
- Huge environmental cost - 25% healthcare CO2e in medicines
- Huge financial cost - $billions wasted every year
- Two billion people do not have access to basic medicines

*Solutions require collective stewardship, commitment, and action.*
Sustainable Medicines Partnership

A multi-stakeholder global partnership executing a programme to build, test & scale sustainable medicines frameworks and solutions.

Concept 2020
Programme design 2021
Programme delivery 2022-2025
Solutions scaled 2026-2030
SMP Programme

Four year programme to deliver science-based, scalable solutions through integrated Projects.

**SMP Projects:**
- Target 6 pillars of sustainable medicines.
- Deliver data-driven solutions.
- Deliver sector-wide frameworks.
- Deliver standards and metrics.
- Deliver implementation toolkits.

**SPECIFIC**
We build sustainable solutions through sector-wide collaborative action

**SYSTEMIC**
We build the data, frameworks, and standards required for policy change
Pillars of Sustainable Medicines

- **Measurable impacts**
  Design and implement metrics

- **Sustainable packaging**
  Circular solutions to reduce single-use packaging

- **Every dose used**
  Reallocate unused medicines

- **End-to-end visibility**
  Dynamic tracking through supply chain

- **Better shelf life**
  Incentivise shelf life extension

- **Digital by default**
  Patient-centred medicines information
SMP Roundtable

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18th November 2021
Roundtable structure

- **Sector-wide participation**: 43 participants across whole community
- **Innovation presentations**: Cutting-edge content
- **Small & large group discussion**: Structured so every voice heard
Roundtable participants

Roundtable Poll: individuals identified themselves as part of one or more of the SMP stakeholder groups.
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Background
Medicines Information - current landscape

Complex with high regional variability
Mixed professional, patient, and product information

Information for Professionals
Digital in most territories
US is an exception
~30+ pages

Information for Patients
Printed in most territories
Not patient-centred
~4-7 pages (normal font)
Why Change - Patients

Research shows current leaflets are: 9-13
- Hard to read: small font, complex language
- Hard to search: for relevant content
- Hard to update: impacting patient safety
- Hard to adapt: to different platforms / patients
- Hard to access: content lost, if leaflet lost

Medicines information must better serve patient needs
Why Change - Planet

>100 Billion paper leaflets produced / year.
- Require huge quantities of trees, water, energy
- 20% are never packed, for multiple reasons
- Increase size, weight, and storage requirements
- Increase transport requirements
- Generate ~500,000 tonnes CO2e / year

Paper is a valuable resource that should never be wasted
Why Change - Business

*Paper leaflets impact medicines manufacture:*
- 10% machinery downtime due to leaflet issues
- Add ~6 months to lead time
- Market specificity limits supply flexibility
- Repetitive bulk manual handling for employees
- Leaflet changes add delays and waste

*Paper leaflets cause delays and waste of medicines*
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Innovations
Innovations - Policy

The Therapeutic Products Branch (TPB) finalized guidance on e-labelling of therapeutic products (TPs) in Singapore has been published and will take effect from 30 April 2021. As part of HSA’s calibrated approach, only prescription-only medicines will be eligible for e-labelling.

**E-PIL**
Belgium & Luxembourg Pioneer Pilot Project

**BALTIC REGULATORY AGENCIES ANNOUNCE THE EPIL PROJECT FOR HOSPITAL USE MEDICINES**

Electronic product information for human medicines in the EU: key principles
A joint EMA-HMA-EC collaboration

**Notice: Product Monograph Implementation Plans**
May 12, 2020
Our Reference No: 19-123473-315

**Pharmaceuticals and Medical Devices Safety Information**
No. 381 March 2021
Ministry of Health, Labour and Welfare & Pharmaceutical Safety and Environmental Health Bureau, Labour and Welfare, Japan

Many health systems are trialling digital medicines information
Digital content (text, audio, video) is increasingly available
Innovations - Access

Many ways to access digital content are becoming available.

First Databank’s Authoritative Drug Information Helps Answer Customer Questions on Amazon Alexa

Specialized answers about medication information were created specifically for voice-enabled service.
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Roundtable Takeaways
## Top 3 takeaways

<table>
<thead>
<tr>
<th>Points</th>
<th>Details</th>
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<tbody>
<tr>
<td><strong>Patients First</strong></td>
<td>Patient need and safety should be the primary determinant of information content and access.</td>
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<tr>
<td><strong>Implementation by Integration</strong></td>
<td>Data from existing research, pilots, real world evidence should be integrated to deliver change.</td>
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<td><strong>Digital by 2025</strong></td>
<td>Digital medicines information should be the default mode of communication by 2025.</td>
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**Medicines information:**
- **Simpler content:** to increase understanding & adherence
- **Multimedia formats:** to increase accessibility
- **Multilingual:** to increase accessibility
- **Dynamic & always up-to-date:** to increase safety
- **Structured & searchable:** to improve user experience
- **Linked as standard:** to other formats and information

**Patient need & safety should determine content and access**
Additional information should be readily available as required
Implementation by Integration

Broad consensus on digital transition principles:
- **Manufacturers**: many product-specific pilots
- **Health professionals**: many supportive research studies
- **Patients**: studies all show need for improvement
- **Health systems**: several already on digital roadmap
- **Policymakers**: many recommend digital transition

Integration of the abundance of data & research can provide an evidence-based digital implementation roadmap
Digital by 2025

Digital information:
- is flexible, accessible, dynamic, inter-operable
- can be accessed in different ways and formats
- is already used by most professionals and citizens
- requires much less natural resource to produce
- will reduce stock loss and medicines waste

Digital medicines information should be the primary format by 2025
Alternatives should be readily available as required

Roundtable Poll: 67% believed digital medicines information should be the default by 2025, 100% by 2030.
People with different backgrounds and perspectives working towards the same goal.

Multi-stakeholder and experienced panel. Useful sharing of initiatives from other markets.

Great structure and pace. Very much liked the focus on not presupposing the problem space, but drawing that out from the groups.

100% of survey respondents found the Roundtable useful
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Next Steps
### SMP Project - Digitising medicines information

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<tr>
<th>Category</th>
<th>Description</th>
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<tr>
<td>‘One-Page’ essential content</td>
<td>Patient-centred, interoperable, standardised, core content.</td>
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<tr>
<td>Prototype ‘digital-first’</td>
<td>Hospital medicines: leaflets are not given to hospital patients, digital can be the default.</td>
</tr>
<tr>
<td>Implementation frameworks</td>
<td>Integrate research and real world data to build digital transition roadmaps.</td>
</tr>
</tbody>
</table>
References

1. Global Medicines Use in 2020
2. Expired Medication: societal, regulatory and ethical aspects of a wasted opportunity
3. Evaluation of the scale, causes and costs of waste medicines
4. Failures in temperature-controlled logistics cost biopharma industry billions
5. Ensuring a safe and robust supply of pharma materials
6. A carbon footprint assessment of the NHS
7. The role of material efficiency in environmental stewardship
8. Access to Medicine Foundation - Worldwide 5 billion people have access to medicine
9. From print to screen: regulatory considerations to adopting innovative approaches to patient information
10. Provision and need for medicine information in Asia and Africa
11. Readability of medicinal package leaflets: a systematic review
12. Advancing best practices for prescription drug labeling
13. Protecting seniors from medication labelling mistakes
14. Extrapolated from AstraZeneca internal data
15. Policy Innovations - each image is a hyperlink to reference
16. Content Innovations - each image is a hyperlink to reference
17. Access Innovations - each image is a hyperlink to reference
18. The science of communicating medication information to consumers
Contact us

If you would like to be involved email: info@yewmaker.com
Read more about YewMaker and the SMP: https://www.yewmaker.com/

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We thank all participants for their energetic and constructive engagement

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