

# Assessing KPCO Prescriber and Organizational Leader Educational Needs Around Heavily-Marketed Drugs

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## RESULTS

### BACKGROUND

- Warner-Lambert, a division of Pfizer, recently settled a lawsuit brought by state Attorneys General for off-label marketing of Neurontin®
- Settlement funds were earmarked for grants to develop curricula to educate clinicians and consumers about drug development, approval, and marketing
- Kaiser Permanente Colorado (KPCO) was one of 24 grantees and one of 4 HMORN CERT grantees to develop curricula for clinicians

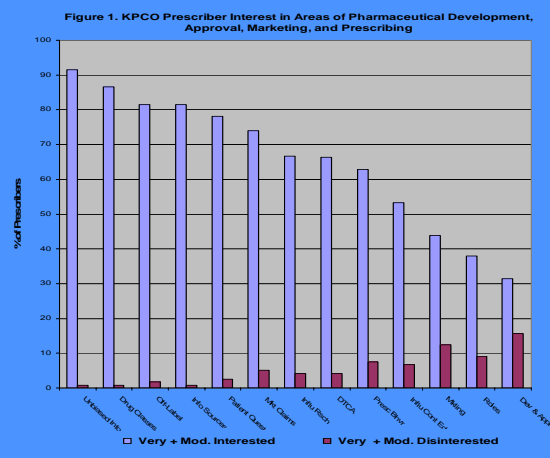
### AIMS

- As a prerequisite to developing an online interactive curriculum, "Pharmaceuticals from Development to Practice," we assessed the educational needs/interests of KPCO prescribers and organizational leaders about heavily-marketed drugs

### METHODS

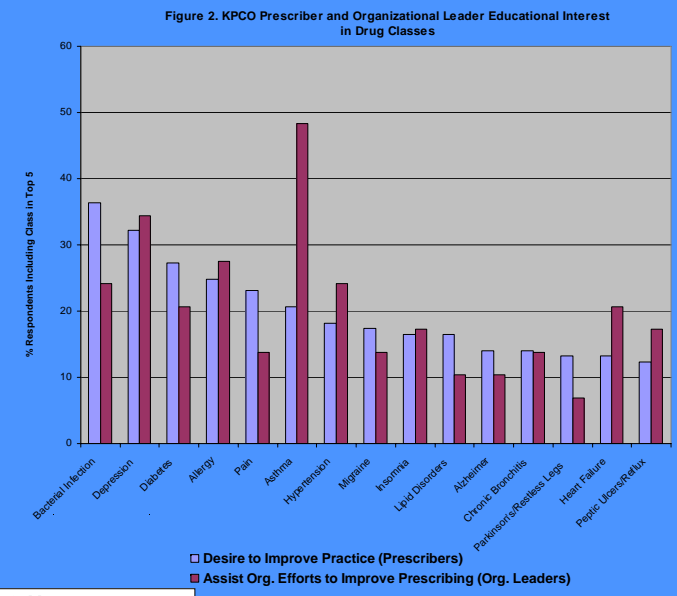
- Developed and conducted an internet-based needs assessment of KPCO prescribers (physicians, nurse practitioners, and physician assistants)
- Assessed
  - Prescribers' interest in drug development and marketing
  - Impact of drug development and marketing processes on practice
  - Drug classes where prescribers most wanted to improve prescribing
- Concurrently, developed and conducted internet-based organizational needs assessment of KPCO leaders (clinical pharmacy specialists, pharmacy operations leaders, and medical chiefs of service) to determine drug classes where the curriculum could
  - Enhance or complement organizational efforts to improve prescribing
  - Narrow gaps between current and optimal prescribing

This work was made possible by a grant from the state Attorney General Consumer and Prescriber Education Grant Program which is funded by the multi-state settlement of consumer fraud claims regarding the marketing of the prescription drug Neurontin®.



- PREScriBER ASSESSMENT – Educational Interest Areas (Figure 1.)**
- 127 of approximately 1000 prescribers responded
    - 42% primary care
    - 53% physicians
  - Rated 13 areas of education interest concerning heavily-marketed drugs on 6-point Likert Scale; Very interested >> Very disinterested
  - Very Interested + Moderately Interested Areas**
    - Accessing unbiased drug information (92%)
    - Comparing evidence about drugs within classes (87%)
    - Off-label drug use (82%)
    - Critical appraisal of drug information (82%)
    - Addressing patient medication inquiries (78%)
  - Very Disinterested + Moderately Disinterested Areas**
    - Pharmaceutical industry marketing practices (44%)
    - FDA roles/responsibilities (38%)
    - United States drug development/approval process (31%)

- PREScriBER & ORGANIZATIONAL LEADER ASSESSMENT – Drug Classes (Figure 2.)** 29 clinical pharmacy specialists/leaders and medical chiefs of service responded
- Top classes of heavily-marketed drugs (from list of 38 classes) where prescribers would like to improve prescribing, with percent choosing class in top 5 choices:
    - Bacterial Infection (36%)
    - Depression (32%)
    - Diabetes (27%)
  - Highest organizational priority drug classes for assisting, leveraging, or complementing current efforts to improve cost effective prescribing, with percent choosing class in top 5 choices:
    - Asthma (48%)
    - Depression (34%)
    - Allergy (28%)



## CONCLUSION

- Prescribers are interested in pharmaceutical development and marketing characteristics that relate closely to providing patient care
- They are less interested in regulatory or policy aspects of the process
- Practice-relevant drug classes where prescribers indicate interest in improving prescribing will inform curriculum development