

Bio/Pharma HEOR Executives Identify Improving HEOR Writing Skills as Leading Priority

Drake, T¹ and McClain, B²

¹Global Outcomes Group, Inc., Reston, VA, USA, ²Grapheme Consulting, Inc, Greensboro, NC, USA

ABSTRACT

Objective: Pharmaceutical organizations are accountable for developing scientific literature to disseminate product health economics and outcomes research (HEOR) data. It is not known whether professionals in HEOR approve of the quality of materials being disseminated, or how often these documents are developed internally vs. outsourced. Therefore, the objective of this study was to assess the perceived level of quality of HEOR materials and to identify who develops the materials for dissemination.

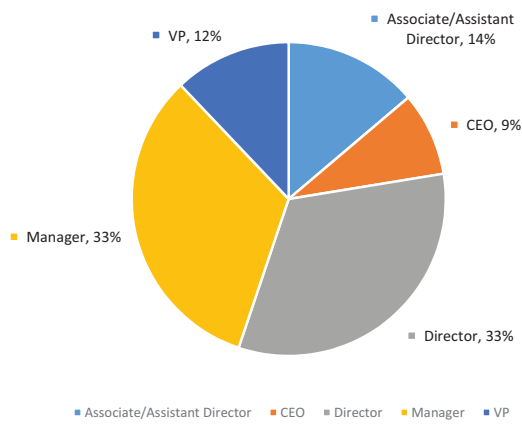
Methods: We surveyed HEOR executives to gauge their perspective on quality of HEOR communications using a 16-question on-line survey disseminated in July 2014. Participants were recruited from HealthEconomics.Com newsletter subscribers and LinkedIn, and a small incentive offered to three randomly chosen respondents. Descriptive analyses were conducted on all questions.

Results: Fifty nine surveys were returned fully or partially completed. Eighty-eight percent (n=52) of respondents have advanced degrees, 43% (n=25) were employed by bio/pharma companies, 78% (n=46) are HEOR executives and 50% (n=29) had more than 3 years in their current position. Forty-seven percent (n=28) of respondents use internal medical writing teams and 62% (n=36) subcontract writing to outside vendors. Dossiers are the most frequent item outsourced (45%). Forty percent (n=26) of respondents indicated they outsource manuscripts and 25% (n=15) of respondents outsource abstracts. Consistently across several quality measures, approximately 55% (n=32) of respondents were not satisfied with the quality of writing for their communication materials. Improvement in value messaging and methodology were the two most cited areas of concern about writing quality beyond the general question about satisfaction with overall writing quality.

Conclusion: More than 50% (n=29) of HEOR executive respondents seek better quality in written documents and more appropriate terminology in addressing their business objectives with scientifically rigorous content. Therefore, it is apparent from these survey results that HEOR executives consider nearly half of all their communications to not be well written.

HEOR Executive's Positions and Demographics

What is your primary job title?

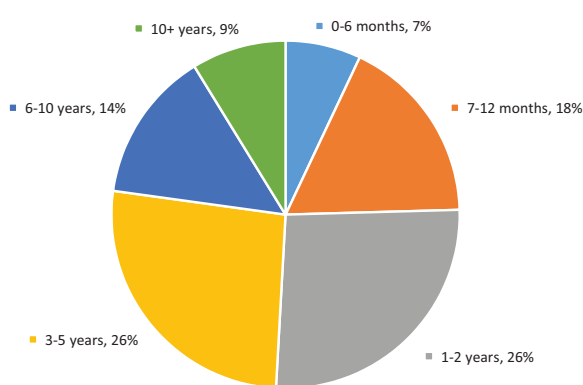


Key Demographics

- Diverse site of employment: 43% Pharmaceutical companies, 23% Consulting, 10% Agency
- 88% have advanced degrees with 44% Masters, 35% PhDs, 5% MDs and 4% PharmDs

HEOR Executive Experience

How long have you been in your current position?

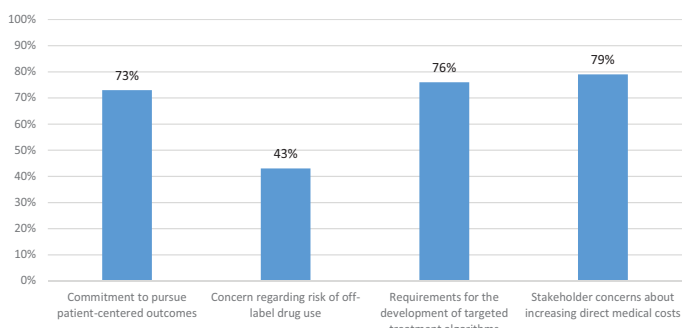


- 50% with more than 3 years in current position

RESULT

Key Influencers of HEOR Data Use

Please rate the influence of the following factors on your use of HEOR data

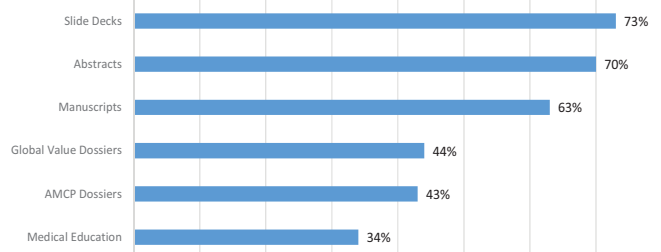


Participants were asked to rate factors that influence their use of HEOR data on a 5-point scale ranging from 1= Never to 5= Frequently. The factors that received the highest percentage of moderate or high influence ratings were development of patient-centered outcomes, development of targeted treatment algorithms and stakeholder concerns about direct medical costs. The "concern regarding risk of off-label drug use" received a lower rating 43% (n=25).

RESULT (CONTINUED)

Professional Involvement in Developing New Content

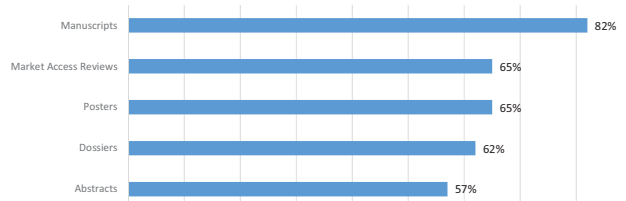
How often are you involved in developing and/or overseeing the content presented below?



HEOR executives indicated that they are most frequently involved with the development of slide decks and least frequently involved with developing medical education content.

Professional Practice of Utilizing Outside Vendors

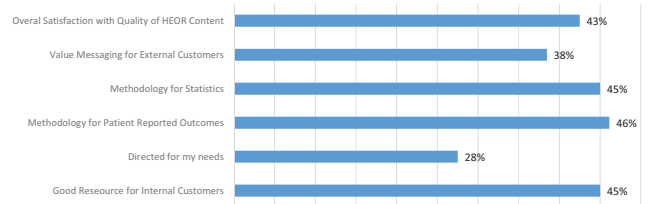
What, if any, HEOR publication and/or communication needs do you sub-contract to an OUTSIDE vendor?



- Sixty-two percent (n=36) subcontract work to outside vendors with manuscripts being the most frequently outsourced item
- Forty-seven percent (n=28) have internal writing teams

Level of Agreement on Quality of HEOR Deliverables

Please rate your level of agreement regarding the quality of HEOR publications that are developed for your use with customers/clients/stakeholders.



Respondents were asked to rate their level of agreement regarding the quality of HEOR publications for stakeholders.

Quality of HEOR publications was a concern by the majority respondents. Fewer than one-half felt the tools were well-written or had sufficient quality. Similarly, a substantial number had a low overall satisfaction rating (defined as "not satisfied at all").

- Whether developed by internal or external resources, more than half of HEOR executives are not satisfied with the quality of content

SUMMARY

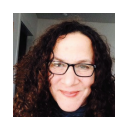
- Majority of HEOR executives are dissatisfied with quality of HEOR content
- Most HEOR content is outsourced to external groups
- Fifty-five percent (n=32) of respondents were not satisfied with the quality of writing for their communication materials
- Improvement in value messaging and methodology were the two most cited areas of concern about writing quality
- There is an opportunity to train both internal writer and external subcontractors to better develop optimal HEOR communication tools

KEY RECOMMENDATIONS

- Develop ongoing writing development program for enhancing HEOR writing skills
- Provide strategy sessions on developing/writing HEOR tools and skills
- HEOR Executives and Writers should avail themselves of HEOR writing workshops



Tom Drake



Bonny McClain

Web sites:

Global Outcomes Group, Inc.: www.globaloutcomesgroup.com
Grapheme Consulting, Inc.: www.dataanddonuts.org