

Evidence Based Advocacy Task – Moderator Sheet

A new drug has been developed to treat CML. The drug is very different from existing treatment options. The company tells us that the drug improves response rates (quicker and deeper), works in resistant/intolerant patients and has fewer side effects, to improve quality of life compared to existing treatments. It is being trialed in first-line as well as in 2nd/3rd/4th line.

What topics/additional evidence should you consider to argue the benefits this treatment could bring to patients?	Where would you look for this evidence?	How would you communicate this evidence to policy stakeholders?
<p>Examples of things to consider:</p> <ol style="list-style-type: none"> 1. Details about condition <ul style="list-style-type: none"> • Impact on patients and their families • Population – incidence, prevalence, demographics • Describe the unmet need 2. Comparator treatments <ul style="list-style-type: none"> • Limitations in alternative treatments • Side effects and other disadvantages 3. The NEW treatment <ul style="list-style-type: none"> • Clinical advantages – e.g. survival • Advantages of new treatments to patients and their families – e.g. side effects • Disadvantages of the new treatment – must be balanced • Any subgroups who need it most? 	<p>It is country specific, but:</p> <ol style="list-style-type: none"> 1. Existing data sources <ul style="list-style-type: none"> • Government • Clinical trials – e.g. scientific conferences • Other patient organisations (in other countries?) • Breakdowns of global patient group surveys 2. Generate your own evidence? (If it doesn't exist) <ul style="list-style-type: none"> • Focus groups, patient surveys • Can you work with patient groups in other countries where the numbers are small? • Be creative – collect case studies through helplines, support groups, online forums 3. How can you leverage your contacts? <ul style="list-style-type: none"> • Particularly clinical contacts 	<p>Country specific (depends on process), but:</p> <ol style="list-style-type: none"> 1. Case studies to back up the evidence <ul style="list-style-type: none"> • Individual stories with experience of new drug or comparator treatments 2. Clear ways to present data – videos, infographics 3. Ask for a meeting to discuss? Or make use of processes for patient involvement (if they exist) 4. Consider each stakeholder – what do THEY want to know? How can you make the patient unmet need relevant to THEM? <ul style="list-style-type: none"> • E.G. payer is concerned with cost, regulator is concerned with safety/efficacy, government may have political angles • Focus on issues that affect decision making

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