



Attitude, Skills, and Knowledge
in Oncology Biosimilars

Empowering patients as part of a successful biosimilar switching strategy

Interactive discussion
with **Emma Foreman** and **María-José Tamés**

Educational funding

The ASK webinar ‘Empowering patients as part of a successful biosimilar switching strategy’ is supported by grant funding from Pfizer Inc.

PCM Scientific is the medical education company acting as scientific secretariat and organiser for this programme. The activity is run independently of the financial supporter and all content is created by the faculty. **No funder has had input into the content of the activity.**



An interactive webinar: please participate



Questions for the panellists

- Throughout this session, **please pose your questions to the panellists in the Q&A box**
- Please note: you will **NOT** be able to ask questions via the chat function
- The speakers will look to incorporate your questions throughout the webinar to facilitate discussion

Interactive questions

- There will also be interactive questions displayed on the screen
- Please choose your answer by selecting the options when they appear on the screen

NOTE: If you are watching the archive footage, you will not be able to take part in any polls

Panellists



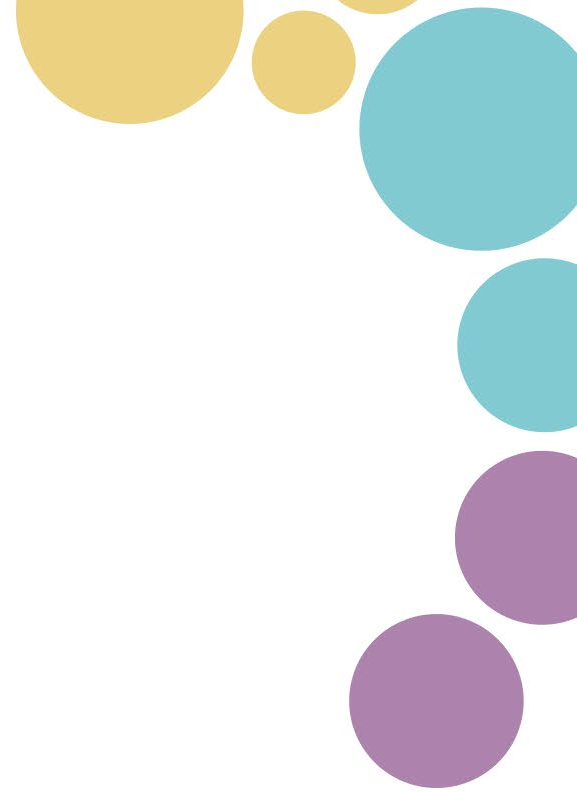
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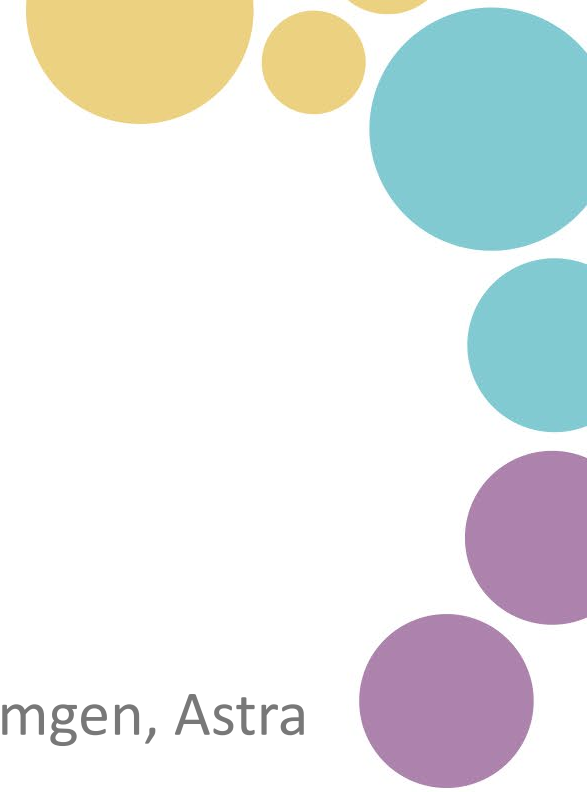


Panellist disclosures

- Panellists are receiving a speaker honoraria for this ASK webinar

Within the last 12 months:

- EF received speaking honoraria from Bristol Myers Squibb, Pfizer, Amgen, Astra Zeneca and Ipsen, and reports a relationship with Accord
- M-JT has no relevant disclosures



Learning objectives

At the end of this webinar, delegates should be able to:

- Discuss the main concerns patients may have about safety, efficacy and the extrapolation of indications of biosimilars
- Apply effective education strategies for ensuring patient understanding and confidence in the approvals process for biosimilars and what that means for their treatment
- Discuss the difference in educational requirements for patients new to biologics and patients who are being switched from an originator biologic to a biosimilar

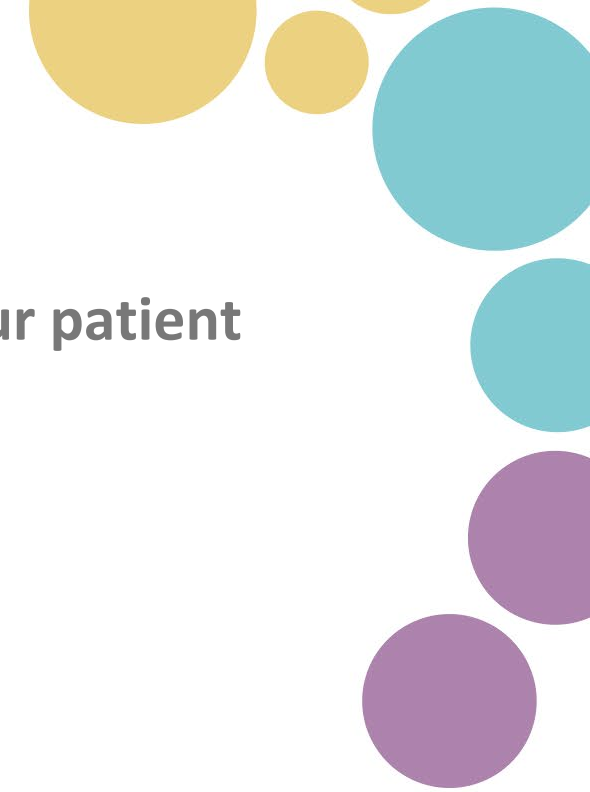


Pre-learning assessment

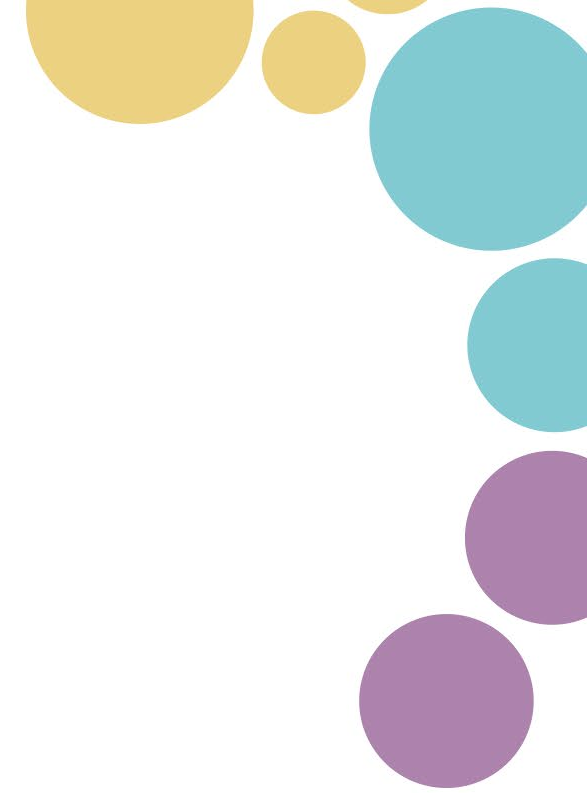
When implementing new biosimilar medications, how often does your patient communication strategy include the wider multidisciplinary team?

- A** Routinely
- B** Often
- C** Sometimes
- D** Rarely
- E** Never

Please select one answer



Introduction



Interactive polling question

As a pharmacist, are you regularly involved in discussing treatments/therapy with your patients?



Yes – I regularly discuss treatments/therapy



Yes – sometimes I discuss treatments/therapy



No – I do not discuss treatments/therapy at all

Please select one answer

What is patient education and why does it matter?

- Patient education becomes important when they are faced with disease and subsequent treatment¹
- Many studies undertaken to assess patient attitudes and level of knowledge of biosimilars¹
- Most studies conclude:
 - The patient level of knowledge is limited
 - Confidence in biosimilars is low
 - Lack of patient knowledge is contributing to negative attitudes towards biosimilar use^{1,2}
- Education and provision of correct information help resolve concerns and improve patient knowledge¹



Communication needs to:

Address patient concerns about biosimilars¹

Be clear and consistent¹

Be coherent and from unbiased sources¹

- Support national biosimilar policies
- Allow for a more sustainable healthcare system



Patient concerns

What information should be included for patients?

- No set guidelines on what information should be included in patient educational material¹
- Patients often go web-surfing
 - Potentially finding incorrect information²
- One of the aims of providing information is to counter incorrect information and negative reports³
 - And to promote a positive message to patients⁴
- Educational material should address general definitions in an understandable way²



Safety and efficacy – level of knowledge is low

International cross-sectional survey about patient attitudes towards and understanding of biosimilars¹

- Demographics surveyed comprised patients, patient advocates, caregivers and the general population
- Approx. 70% of the general public had never heard of biosimilars¹
- There is a gap in public perceptions between the efficacy of biosimilars and their originators

This perception gap remains even amongst patients who are familiar with biosimilars and originators

Safety and efficacy – level of knowledge is low

Inter

Willingness to try biosimilars

Patients and patient-advocates reported that the manufacturer's identity was "very or extremely influential" in their drug prescription decision

The perception gap remains even amongst patients who are familiar with biosimilars and originators

What areas do patients need more information on?

Extrapolation of indications – an area of concern¹

- Concept should be explained but overly detailed information should be avoided^{1,2}

Societal benefits as direct benefits to the patient¹

- Improved patient access²
- Access to treatments at an earlier disease stage³
- Lower cost but not a lesser product⁴

Multi-stakeholder approach to education

Educating patients is a team effort

There are multiple stakeholders¹

- Physicians
- Nurses
- Pharmacists
- Patient organisations
 - Provide peer support and additional information
- National and international authorities
 - The patient may require assistance to interpret this information

All stakeholders play a role in patient education¹

Communicating with patients should be a multi-stakeholder effort²

Physicians and nurses

Physicians

- Often first point of contact
- Should ensure a positive and trusted relationship¹
 - Most trusted source of information on biosimilars for patients²
 - Known to benefit adherence and biosimilar adoption³
- Shared decision-making between patients and physician^{1,4}
 - Who has ultimate responsibility depends on country policy – most often physician

Nurses

- Ideally placed to communicate – usually administer the treatment¹
 - Closer relationship with patient⁵
- Can guide patients in transition process and manage nocebo effect¹
- Well placed to provide explanation and guidance⁶
- Special position in education recognised by the ESNO
 - Developed communication guide for nurses when transitioning patients to a biosimilar⁷

ESNO = European Specialist Nurses Organization.

1. Vandeplass et al., *Pharmaceuticals*. 2021;14(2):117. 2. Cobilinschi et al., *Ro J Rheumatol*. 2020;29(2):75–78. 3. Tweehuysen et al., *Ann Rheum Dis*. 2017;76(Suppl 2):557. 4. Scherlinger et al., *Semin Arthritis Rheum*. 2019;48(5):927–932. 5. Waller and Friganović, *Future Oncol*. 2020;16(25):1931–1939. 6. Armuzzi et al., *J Crohns Colitis*. 2019;13(2):259–266. 7. European Specialist Nurses Organisation (ESNO). 2019. Available at: https://www.esno.org/assets/files/biosimilar-nurses-guideline-final_EN-lo.pdf (accessed Nov 2021).

Role of pharmacists in patient education should be explored further¹



- Role is often simplified to delivery of medicines¹
- Have a role in educating hospital staff and patients about biosimilars^{2,3}
- Clinical pharmacists can serve as medical team coordinator to answer questions when switching to a biosimilar
- Pharmacists are a first-line contact for questions about any medicines⁴
 - Able to explain differences in injection devices and contribute to treatment adherence by increasing patient confidence¹

Medical associations and patient organisations

Medical and scientific associations

Have extensive expertise and are an important source of unbiased information¹

ESMO developed educational leaflets about biosimilars²

Use infographics to explain the key concepts and potential advantages of biosimilars in understandable language

Patient organisations

Are a trusted source of information for patients¹

Associations or advocacy groups are often able to clarify complex concepts in language patients can understand³

If patient organisations joined forces with scientific organisations, it would ensure that all information is evidence-based and current⁴ – otherwise information may be biased⁵

ESMO = European Society for Medical Oncology

1. Vandeplas et al., *Pharmaceuticals*. 2021;14(2):117. 2. European Society for Medical Oncology (ESMO). 2018. Available at: <https://www.esmo.org/content/download/158275/2892910/1/ESMO-Understanding-Biosimilars-for-Cancer-Patients.pdf> (accessed Nov 2021). 3. Franzen et al., *Joint Bone Spine*. 2019;86(4):491–496. 4. Jacobs et al., *Patient Prefer Adherence*. 2016;10:937–948. 5. Speaker insight.

Regulatory and National authorities

Regulatory agencies and national competent authorities have a supporting role in disseminating unbiased information about biosimilars^{1,2}



Patient brochure developed by the European Commission (EC) and European Medicines Agency has become a reference document for patients, and is being referred to by many national authorities³



National authorities should continue disseminating these types of document⁴

Provides coherent and factual information about biosimilars in understandable language and graphical format

1. Vandeplass et al., *Pharmaceuticals*. 2021;14(2):117. 2. Cazap et al., *Oncologist*. 2018;23(10):1188–1198. 3. European Commission Information for Patients. Available at: <https://ec.europa.eu/docsroom/documents/26643/attachments/1/translations/en/renditions/native> (accessed Nov 2021). 4. Barbier et al., *Value Health*. 2019;10:1372.



What I need to know about
Biosimilar Medicines
Information for patients



A Consensus Information Document

Growth

Interactive polling question

Do we need to inform existing patients of a switch from an originator to a biosimilar or a biosimilar to another biosimilar?



Yes – patients should be informed of ALL switching



Yes – for an originator–biosimilar switch but not a biosimilar–biosimilar switch



No – the patient does not need this information



I am unsure

Please select one answer

Interactive polling question

Should we *always* inform a new patient that they are being prescribed a biosimilar rather than an originator?



Yes – patient should be informed of treatment with a biosimilar



No – the patient does not need this information



I am unsure

Please select one answer



Differing strategies for new vs switching patients

Patient-led information

- Provide information tailored to the individual patient¹
 - Identify if new to treatment or if switching originator for biosimilar
- Information needs be tailored to the individual patient's demographics and health literacy²
 - Patients affiliated with patient associations or who are switching generally have a better knowledge³
 - Patients new to treatment will not have the same basic level of knowledge
- Patient knowledge-searching on the internet⁴
 - It is advisable to ensure the information gained is correct¹



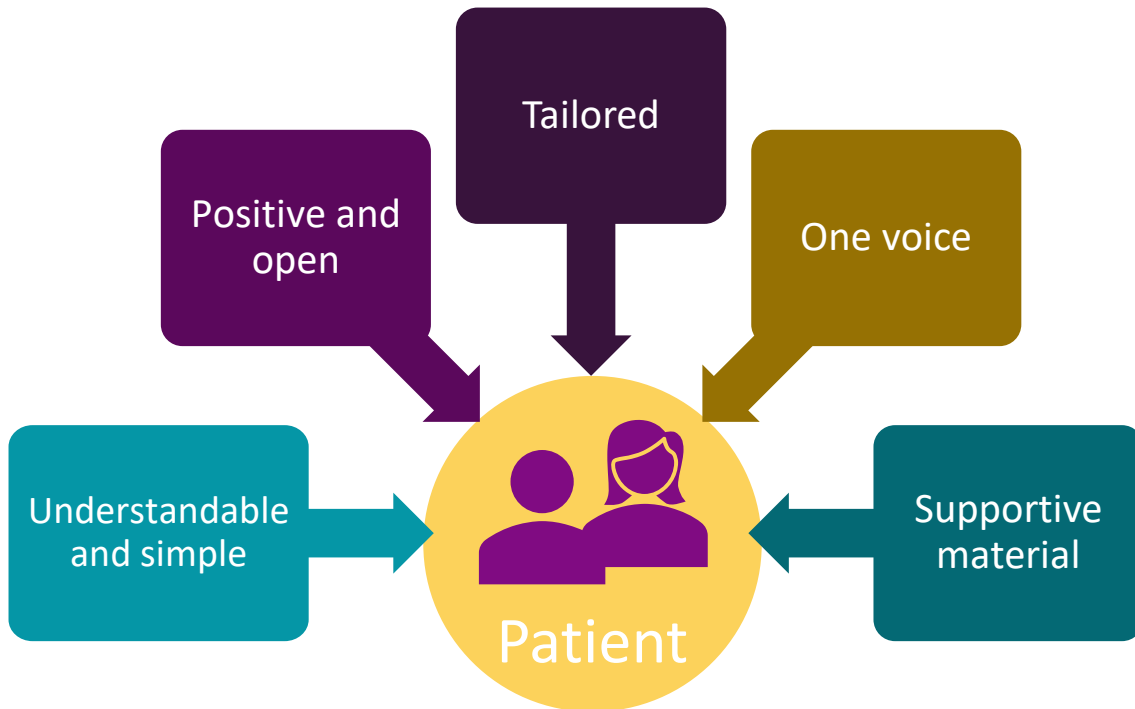
Tips for patient education

Patient care

- Physicians
- Pharmacists
- Nurses

Organisational level

- Scientific or medical associations
- Regulatory authorities
- Patient organisations



Keep it simple

Mixture of written and oral information

Involve patient groups or advocates when developing materials

Well-informed and approachable staff

Build an existing rapport with patients

Practical examples

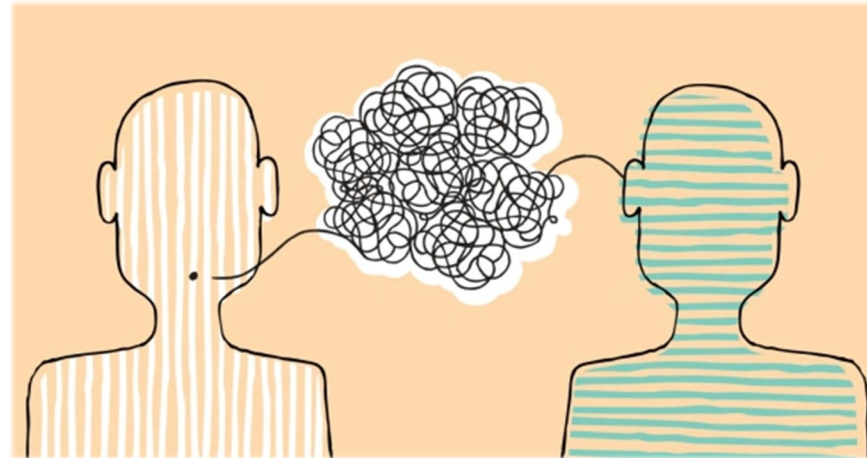
Practical example – what the patients want¹

- Study of interviews with chronic rheumatic disease switching from infliximab to biosimilar BS2
- Interview results:
 - Low knowledge of biosimilars
 - Concerns around safety and efficacy
 - Did not know the difference between a generic drug and a biosimilar
- What did the patients want?
 - Honest information from HCP
 - To understand the perceptions, experience, and attitudes of the staff carrying out biosimilar switches
 - Support and information to come to a decision themselves
 - A return to the originator if desired



What the patients want (cont.)

- Results were shared with the multi-disciplinary team
 - Developed the switch modality
 - Messaging and vocabulary tools
- Patients were given:
 - Oral information
 - Treatment leaflet
 - Opportunity to ask questions
 - Tailored to the patients needs with standardised answers given

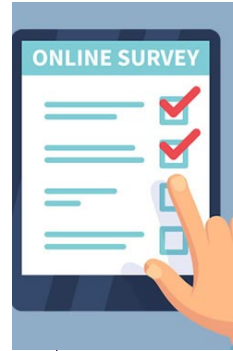


Follow-up of patients showed discontinuation rates of biosimilar cohort were similar to discontinuation rates of historical originator treatment cohort

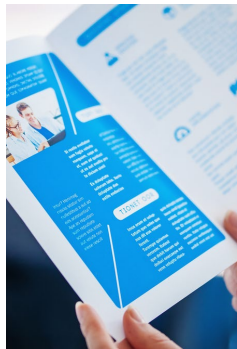
Practical example – patient knowledge before and after leaflet distribution¹



US study looking at awareness of biosimilars among oncology patients



Assessed patient knowledge by completion of an online survey



Provided printed materials for oncology and haematology offices

- Designed to cover safety and efficacy in addition to other concerns



Survey consisted of 12 questions: 2 demographic, 10 relating to biosimilars

- Responses to questions given on a scale of 1 (no motivation) to 10 (strong motivation)

Patient knowledge example (cont.)

Results:

- 70% were aware of the correct definition of biosimilar
- >80% identified correct answers relating to regulation, adverse event reporting and costs
- ~65% believed biologics are an important part of cancer combination therapy
- >60% reported willingness to discuss biosimilars with their healthcare providers

Preferred information styles

- 37% specified printed brochures and flyers
- 31% specified seminars and group discussions
- 16 % chose online presentations and webinars
- 16% did not have a preferred learning style

Closing remarks

Post-learning assessment

When implementing new biosimilar medications, will you now routinely include the wider multidisciplinary team in your patient communication strategy?

- A** Routinely
- B** Often
- C** Sometimes
- D** Rarely
- E** Never

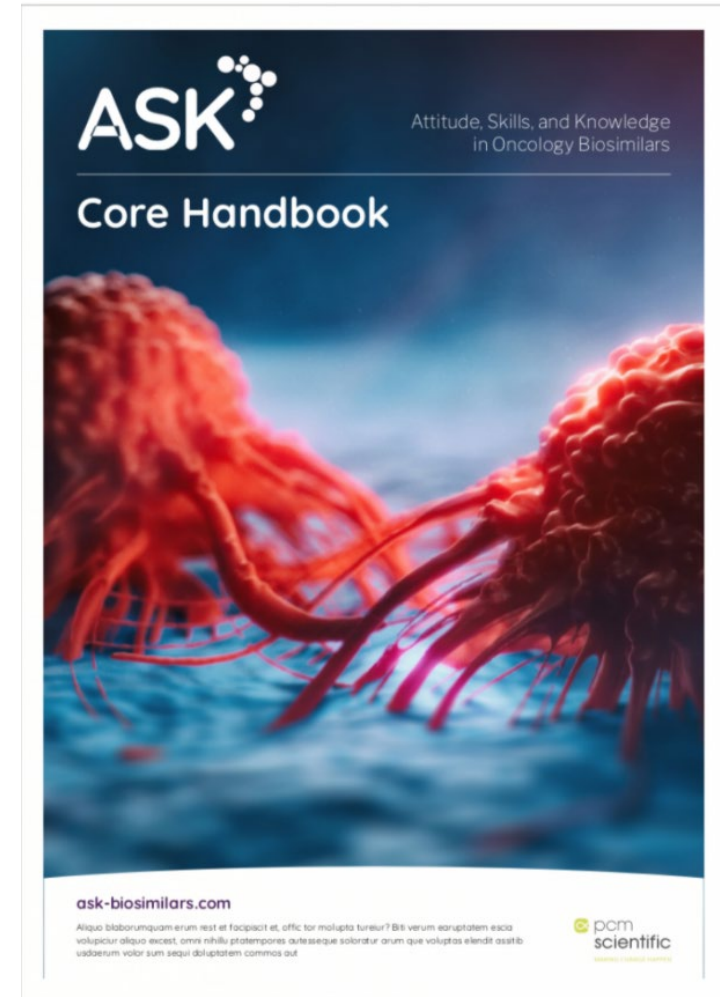
Please select one answer

Free learning resources available

- Handbook
 - English version available now
 - Coming soon in French, German, Italian, Japanese and Spanish
- Learning chapters – coming soon
- Abstract library – available now
- National guideline summary documents – coming soon
- Subtitled webinar archive footage – coming soon

Find out more via the website:

ask-biosimilars.com





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Thank you for joining this
webinar!