

2024 Medical Information Report Card

Insmed receives the top score in Pharma Initiatives' first Medical Information Report Card.

Overview

As the prevalence of misinformation and disinformation continues to plague the internet, the importance of manufacturer-driven medical information for patients grows. As one of the only unambiguous sources of accurate information, patients need to be able to easily access and quickly engage with biopharma manufacturers. In order to assess how well the industry is meeting this need, Pharma Initiatives decided to investigate.

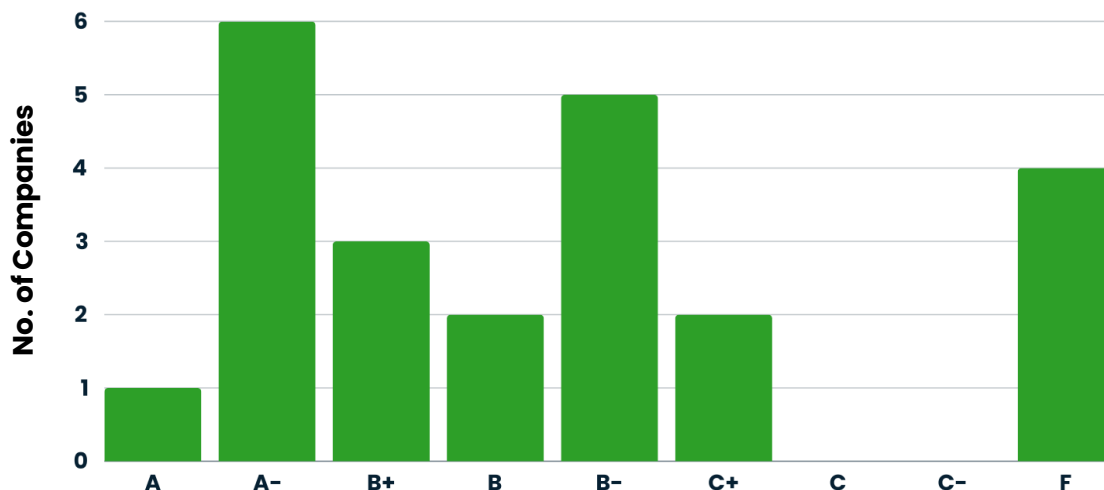
The findings presented in summary below are focused on patient access to medical information, but given that most companies use the same method for supporting healthcare providers and for intake of product complaints/adverse events, these finds can be seen more broadly than just patient support.

Report Card - Overall

To do this, Pharma Initiatives evaluated 23 pharmaceutical manufacturers with US-marketed prescription medications that are patient-administered. We evaluated each company on the following three criteria, with accuracy as a simple pass/fail:

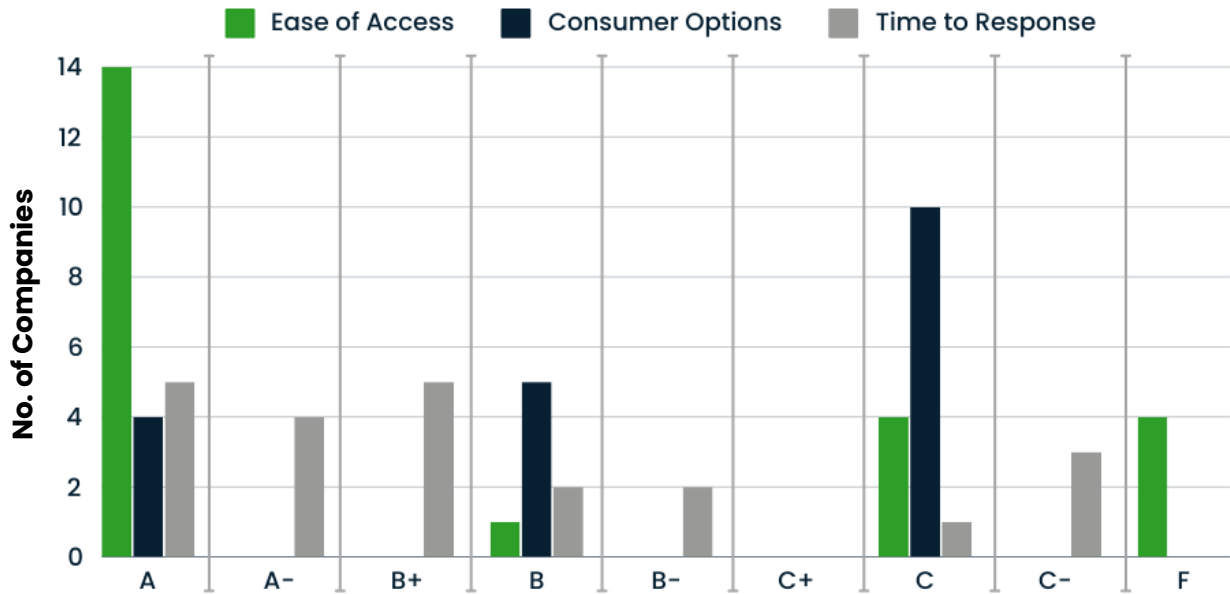
- ❖ Ease of access
- ❖ Time to response
- ❖ Patient/Caregiver options

The 23 companies were graded as follows:

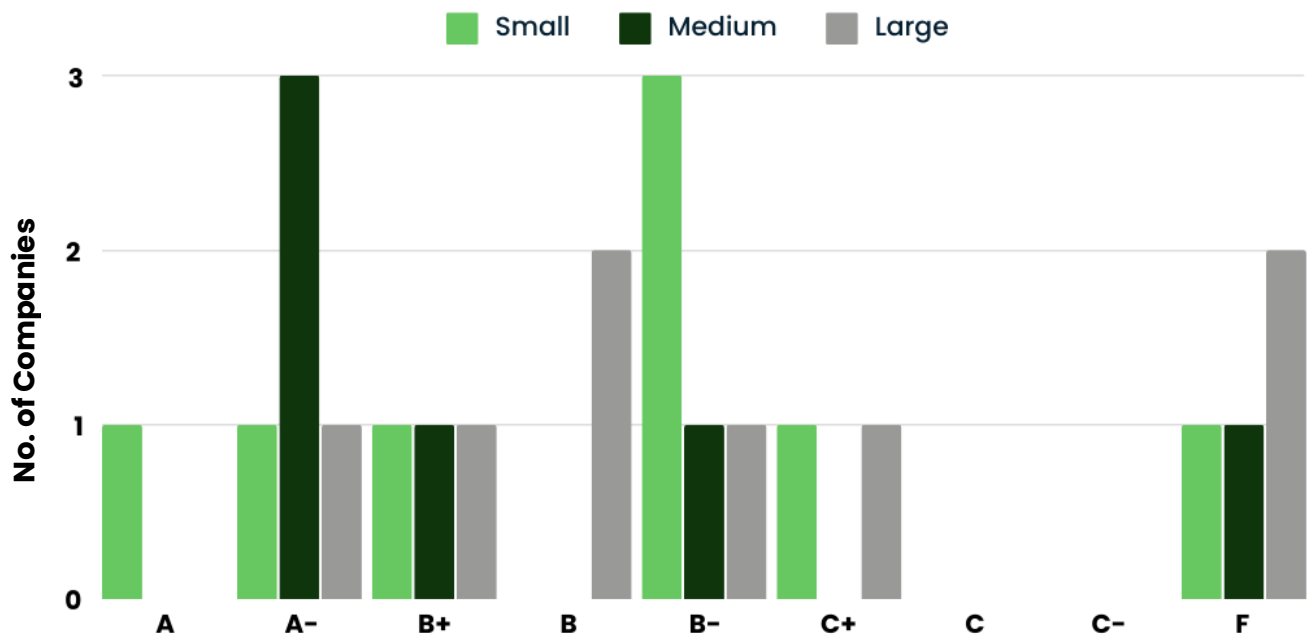


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Report Card - Breakdown



All the companies we reached provided us with accurate information per the package insert. The F grades were awarded to companies we could not contact due to either missing or extremely difficult to find patient medical information.



Grades were not strongly correlated with the size of the manufacturer.

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Recommendations – Improving the Grade

In order to facilitate best-in-class interactions with patients, Pharma Initiatives recommends the following characteristics for a patient-focused medical information:

1. Ensuring SEO is optimized, not only for the medication name, but also for common questions and medical queries.
2. Discontinuing the gathering of PPI, or waiting until medical information questions have been answered before gathering PPI.
3. Creating robust and indexed FAQ sections of websites.
4. Ensuring there are multiple ways of contacting the Medical Information team, including a text only option.
5. Clearly communicating the steps needed to determine the correct patient response, and stating timelines of response for callback or email-based options.

Specific Company Details

Pharma Initiatives graded the following 23 manufacturer's medical information functions:

- Abbvie
- Assertio Pharmaceuticals
- AstraZeneca
- Biogen
- Bristol-Myers Squibb
- Gilead Sciences
- Hill Dermaceuticals
- Insmed
- Janssen Pharmaceuticals
- Jazz Pharmaceuticals
- Kedrion Biopharma
- Merck & Co.
- Nektar Therapeutics
- Noden Pharmaceuticals (LXO Group)
- Novartis
- Phathom Pharmaceuticals
- Recordati
- Takeda Pharmaceutical Company Limited
- Tris Pharma
- Ultragenyx Pharmaceutical
- Vertex Pharmaceuticals
- Xiromed
- Zevra

To access the full report, including our methodology and information on your organization's grades, please contact Pharma Initiatives here for a free copy.



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