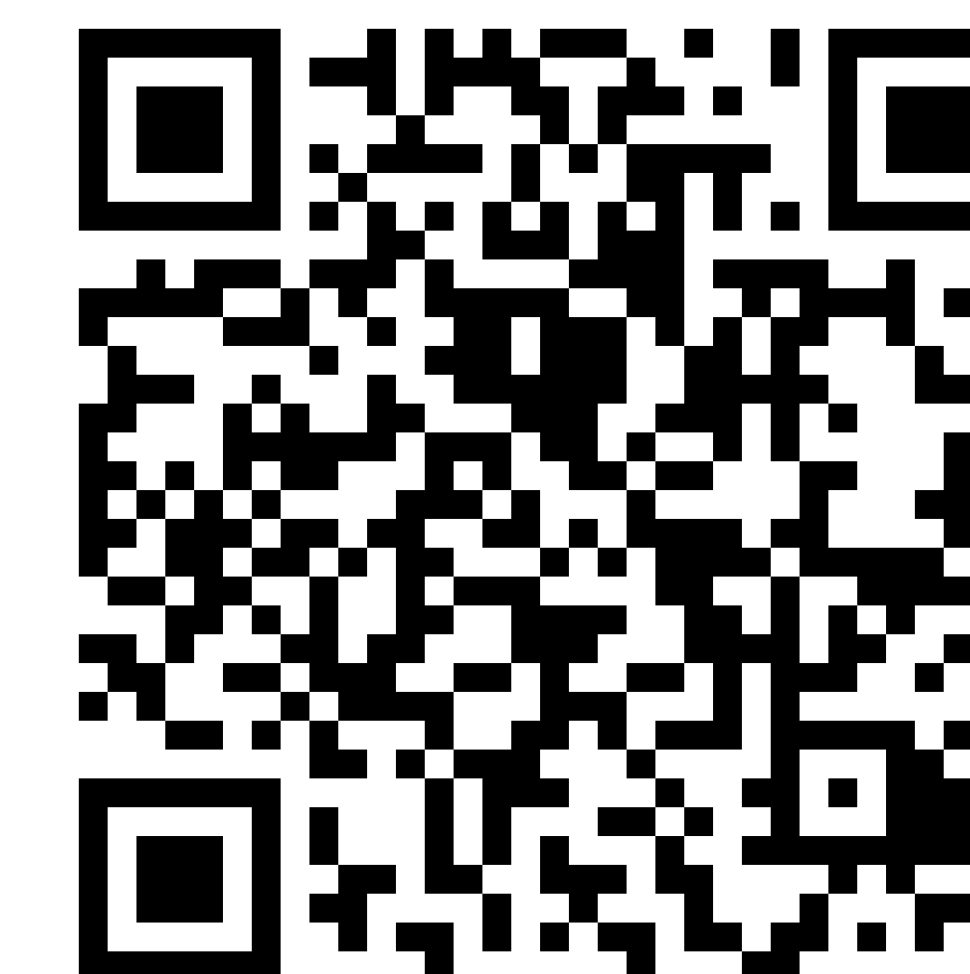




Highly effective uSe of a Medical AffaiRs Team with MSL-delivered education: The SMART-MSL study*

Sheena Merwine, PharmD, BCPS, MSL-BC, Janelle O. Poyant, PharmD, BCCCP, Jacqueline Chaben, BSN, PharmD, BCCCP, Victor Rivera, PharmD, Stacy Revelle, PharmD, BCPS, BEMP, Brianne M. Ritchie, PharmD, MBA, Steven Ness, DO, Douglas Wylie, PharmD, BCCCP, Nouran Salem, PharmD, MBA, BCCCP, and Hijrah El-Sabae, PharmD

Medical Affairs, Chiesi USA, Cary, NC



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Background

MSLs are highly valued industry partners recognized by HCPs as positively impacting pharmaceutical knowledge and enhancing clinical practice

- The **CAMEO (Cangrelor in Acute Myocardial Infarction: Effectiveness and Outcomes) Registry** is a multicenter, retrospective observational study assessing platelet inhibition strategies for patients with MI undergoing PCI
- The first analysis demonstrated **interhospital variability** in administration of cangrelor and transition to an oral P2Y12 inhibitor
 - Bleeding (4.5% vs. 6.5%) and MACE (6.3% vs. 10.3%) events were numerically lower** in patients who were treated consistently with an “established treatment strategy” vs. those who were not
- Potential solutions to improve use of “established treatment strategy” for hospitals using cangrelor must be individualized to the site
- MA teams can maximize organizational efforts in customer satisfaction by engaging relevant healthcare team members to find feasible solutions for their individual operations

Objective

Describe the methodology, resources, and impact of an educational intervention driven by a US-based MSL team on the use of cangrelor “established treatment strategy” among US hospitals

Hypothesis

Our study sought to **describe the impact** of MSL-delivered educational sessions surrounding the on-label use of cangrelor to help ensure safe, effective, and efficient antiplatelet therapy

MSL-delivered education will have a positive impact on customer education and the perception of an MSL

Education will enable customers to identify opportunities to provide better care for their patients

MSL: Medical Science Liaison
MI: Myocardial Infarction
PCI: Percutaneous Coronary Intervention
MACE: Major Adverse Cardiac Event
MA: Medical Affairs
US: United States

MRB: Medical Review Board
NPS: Net Promotor Score
^Other: Provider out of town during interaction, current clinical area not applicable, unable to schedule
HCP: Healthcare Provider

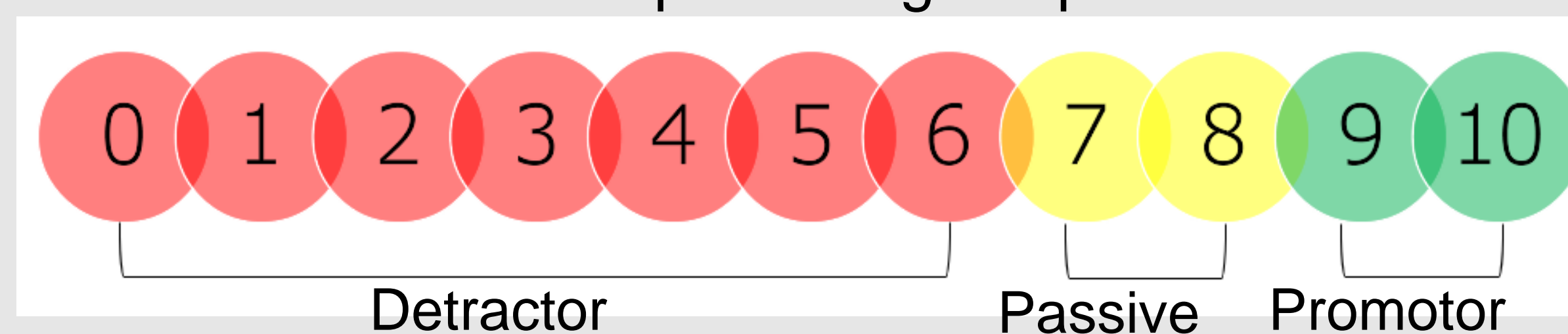
Methods

Study Design

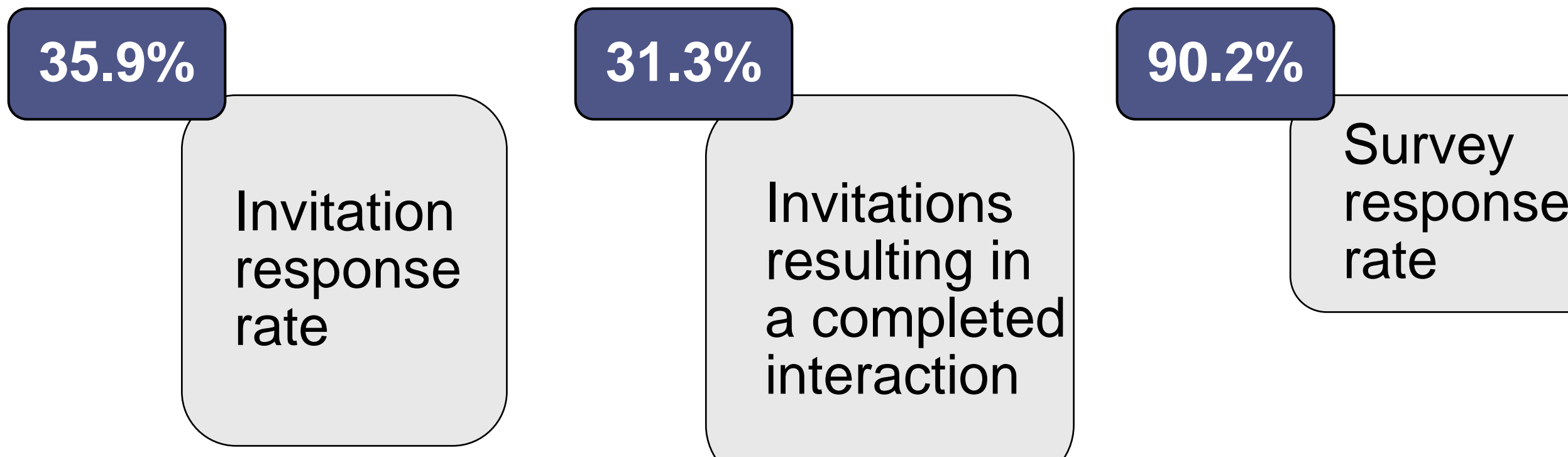
- Prospective, multi-center, engagement survey
- US-based MSLs were encouraged to engage cangrelor superusers from a variety of US geographical areas within their assigned territory and to educate a variety of multidisciplinary users within each hospital
- MSLs sent a standardized, MRB-approved engagement email to cangrelor superusers requesting to meet to discuss key findings of the CAMEO Registry for educational purposes and awareness
- Standardized, MRB-approved educational materials were utilized by the MSLs as resources during the interactions
- A brief electronic survey designed to assess customer satisfaction with an educational intervention and MSL engagement was shared after each interaction
- No payment was made to the hospital or provider participating in the survey

Definitions

- Eligible sites:** hospitals that purchased cangrelor in the prior 12 months (June 2022 – June 2023) was obtained. All sites associated with the CAMEO Registry were excluded. California was excluded due to possible state restrictions associated with this type of research design
- Superuser:** any HCP who “touches” the product or has a part in the operational workflow of ordering, preparing, and/or administration of cangrelor for PCI
- NPS:** a common metric used to determine customer perception and experience. The NPS can be calculated by subtracting the percentage of detractors from the percentage of promoters



Results



Results

Logistics and Respondent Demographics

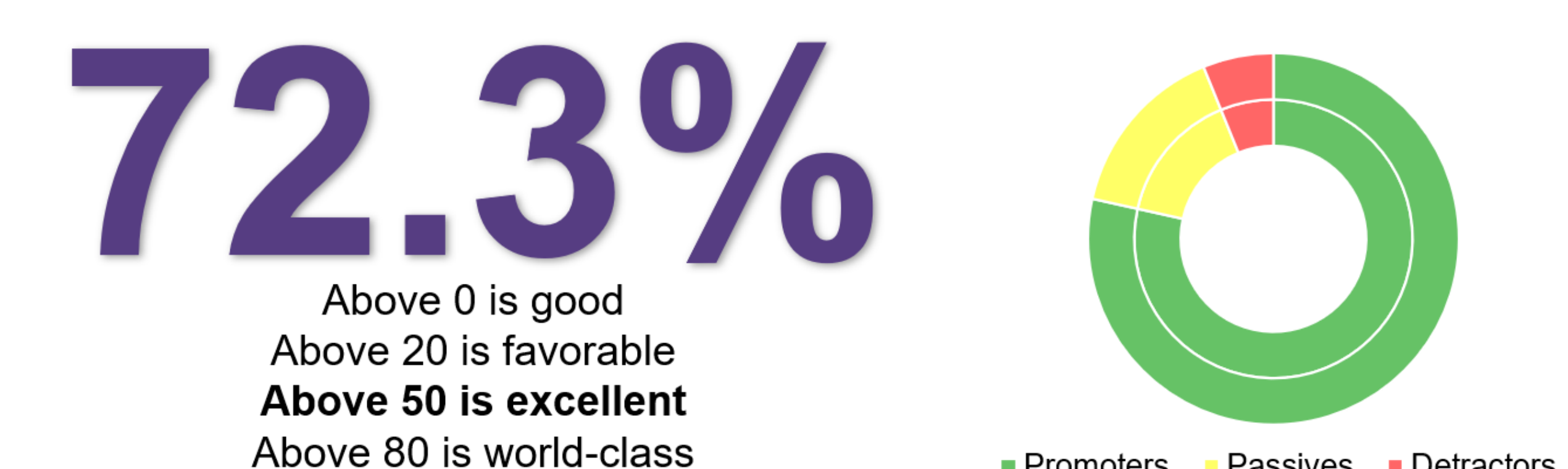
Survey Logistics

Invitations Sent	460
Completed Interaction	144
Declined Interaction	16
No Response	208
Other^	21
Surveys with NPS Completed	130 (100)
Surveys Completed in Entirety	127 (97.7)

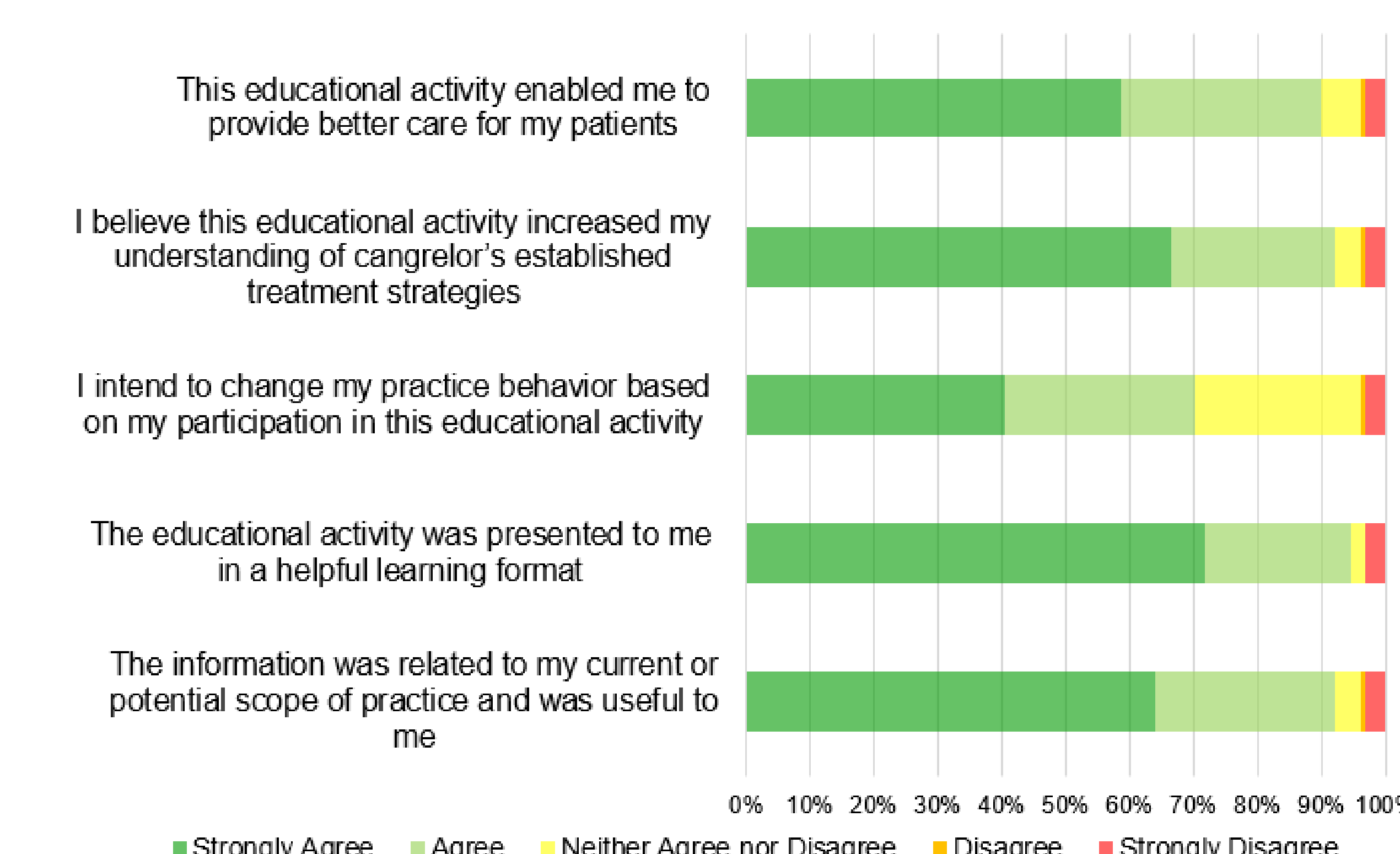
Survey Logistics

Credentials	
Pharmacist	76 (58.5)
Nurse	25 (19.2)
Other	23 (17.7)
Physician	4 (3.1)
Advanced Practice Practitioner	2 (1.5)
Trainee	36 (27.7)
Educational Session	
Virtual	55 (42.3)
In-Person	75 (57.7)

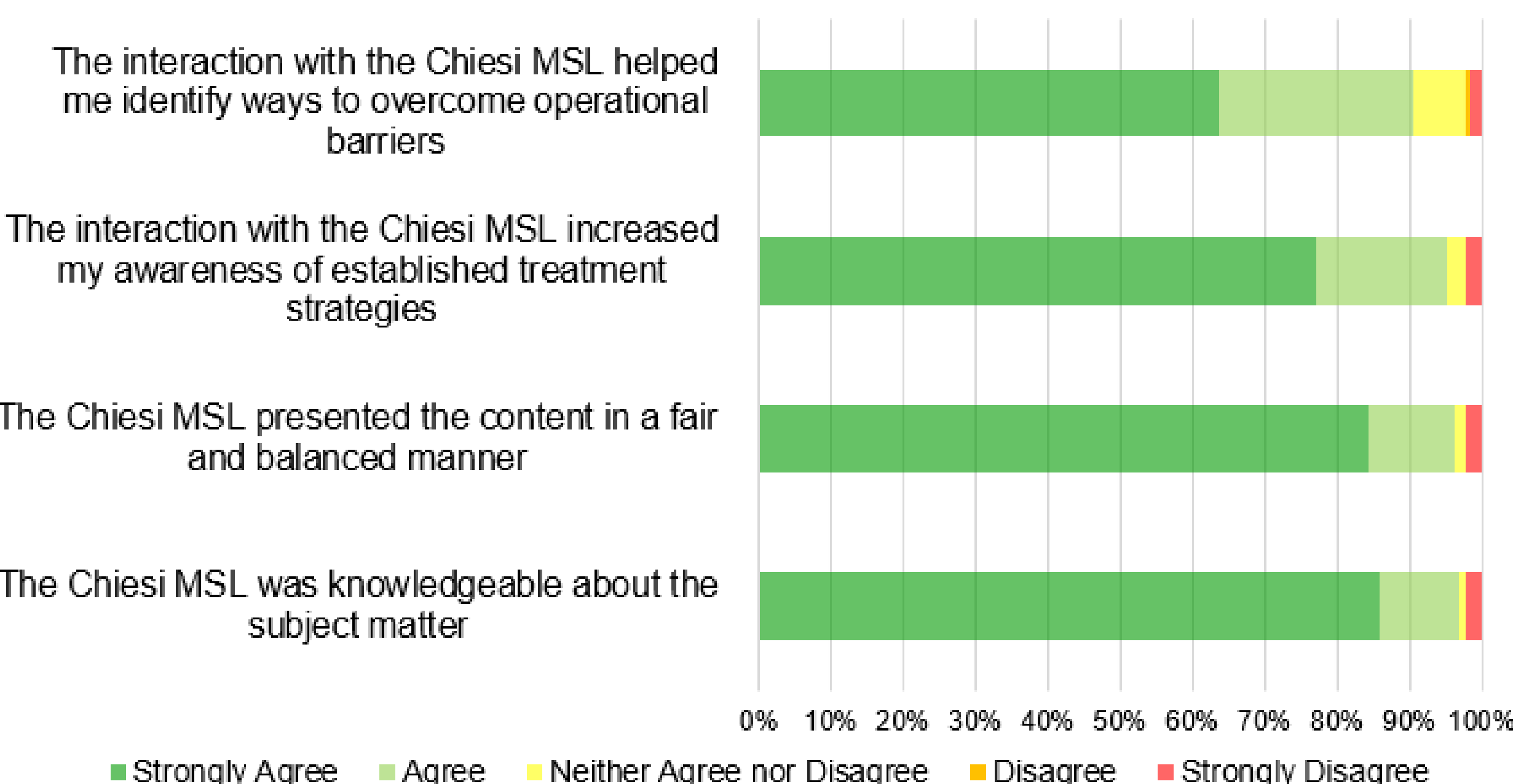
Overall Net Promotor Score



Educational Content Survey Results



Satisfaction with MSL Survey Results



- HCPs appreciated the conscious effort to provide improved patient care (90%) and intend to change their practice behaviors accordingly (70%)
- The education helped identify opportunities to overcome operational barriers (91%) and increased awareness of the established treatment strategy (95%)
- Survey respondents agreed that MSLs were knowledgeable and presented fair and balanced information (>96%)

Limitations

- Our descriptive study is limited to observed data with temporal limitations of one-time survey responses

Conclusion

- An MA team can maximize organizational efforts in customer satisfaction by engaging relevant healthcare team members and product-users to find feasible solutions for their individual operations
- MA teams can empower customers with educational tools and resources to overcome institutional barriers and to demonstrate our commitment to improving patient outcomes and shared value

Disclosures

At the time of the research, all authors were employed by Chiesi USA, Inc.'s Medical Affairs Department. *This research is intended to allow a scientific exchange that includes dissemination and discussion of scientific research and/or medical findings without making promotional claims. It contains information that is consistent with the product's labeling. Questions may be directed to the presenter or to Chiesi Medical Information at: chiesiusamedical.com

References

Rymer JA, Bhatt DL, Angiolillo DJ, et al. Cangrelor use patterns and transition to oral P2Y12 inhibitors among patients with myocardial infarction: initial results from the CAMEO Registry. JAHA. 2022;11(11):e024513.