

The Role of Patients in the Uptake of Pharmaceutical Products by Patients as Perceived by Professionals

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Background: Pharmaceutical products are developed mainly with patients/end-users in mind. Studies have emphasised the importance of involving patients in the development of these products by manufacturers. However, there is limited evidence on the role of patients in the uptake of pharmaceutical products; thus, this study aimed to investigate the role of patients in the uptake of such products.

Methods: At the International Society for Pharmaco-economics and Outcomes Research (ISPOR) Barcelona 2018, a questionnaire was administered to professionals in the field of Market Access (MA), and Health Economic and Outcomes Research (HEOR). Participants were asked whether they thought patients had a role in the uptake of pharmaceutical products (Yes, No and Not Sure as answers). Subsequently, they were asked what they thought the role of patients was, in the uptake of pharmaceutical products; and were given five options: identification of the need for the product; efficacy; ensuring safety of the product; patient's awareness/education; and ensuring that the product is available.

Results: Professionals that participated in this study were 367. Participants' responses for the first question were Yes 262 (71%), No 57 (16%) and Not Sure 48 (13%). The responses to the second question were; identification of need for the product 199 (26.3%), efficacy 148 (19.6%), ensuring safety 96 (12.7%), patients awareness/education 214 (28.3%), and ensuring the product is available 99 (13.1%).

Conclusions: This study provided insight into the role of patients in the uptake of pharmaceutical products. It identified professionals' perceptions of the patients' role as: patients' awareness/education, identification of need for the product, efficacy by given feedback, ensuring that the product is available and ensuring safety of the product. The findings support the view that manufacturers, pharmaceutical companies and decision makers should ensure that patients are involved in the development process of products to ensure effective uptake of these products.