

Enhancing Comprehension of Generic Drug Information among Patients and Caregivers with Low Health Literacy

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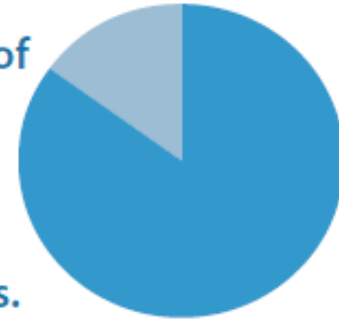
Outline

- Background
- Proposed Research Priorities
- Recommended Methods
- IMPAQ-Auburn Team's Relevant Experience

Background

Generic drugs play an important role in controlling health care costs

On average, the cost of **Generic Drugs** is **80-85% lower** than brand-name products.



10-year Savings

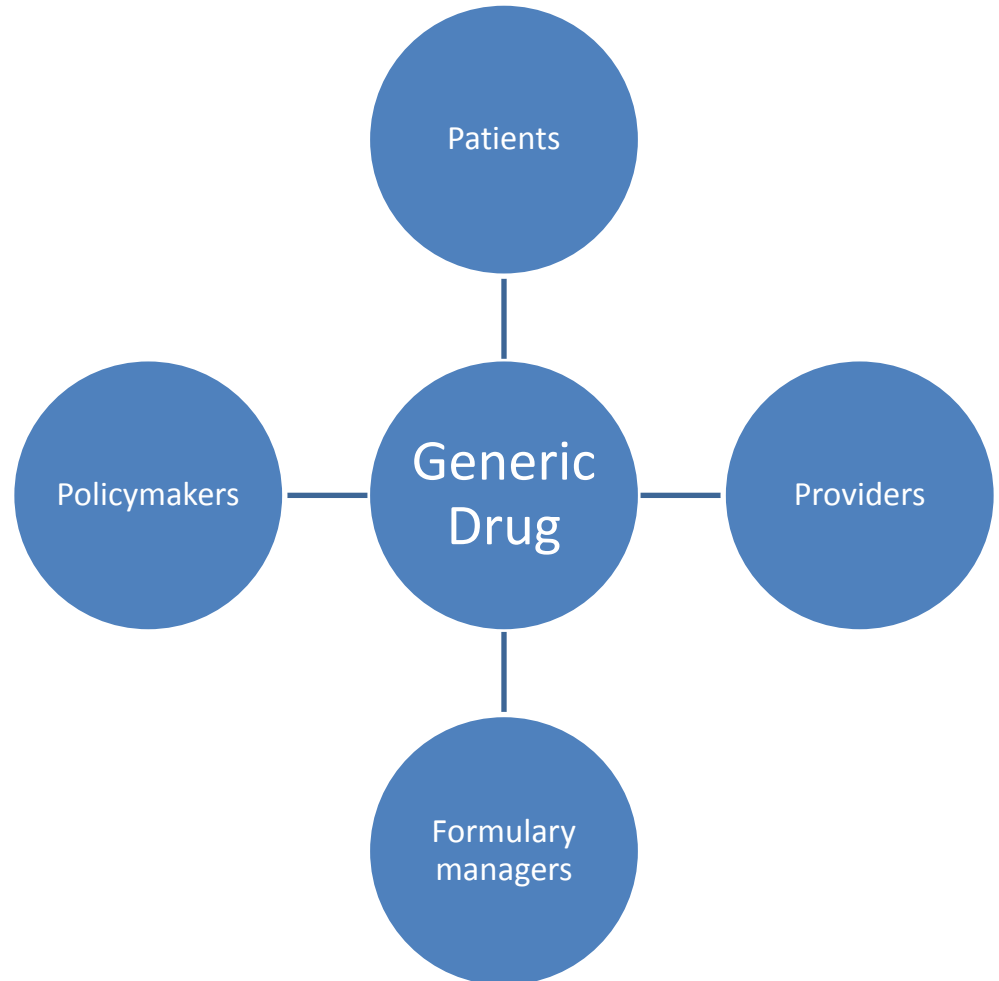
\$1.7
Trillion

Use of generic drugs has saved the US healthcare system almost \$1.7 trillion in the past ten years, leading to cost savings for consumers.¹

¹Association for Accessible Medicines. Generic Drug Access and Savings in the U.S. 2017; <http://accessiblemeds.org/sites/default/files/2017-06/2017-AAM-Access-Savings-Report-2017-web2.pdf>.

Background

Generic drug use is impacted by stakeholders including patients and providers²



²Howard et al. Influencers of generic drug utilization: A systematic review. Res Social Adm Pharm. 2017 Aug 4. pii: S1551-7411(17)30479-5

Background

- FDA's effort on generic drug education

The screenshot shows the FDA website's navigation and content for generic drugs. At the top, the FDA logo and 'U.S. FOOD & DRUG ADMINISTRATION' are displayed. A search bar labeled 'Search FDA' is on the right. Below the navigation bar, the 'Drugs' section is active, with a breadcrumb trail: 'Home > Drugs > Resources for You > Information for Consumers (Drugs) > Buying & Using Medicine Safely > Generic Drugs'. A left sidebar lists 'Generic Drugs' with sub-links: 'Overview & Basics', 'Industry Resources', 'Approvals & Reports', 'Science & Research', and 'Patient Education'. The main content area is titled 'Patient Education' and includes social sharing icons (Facebook, Twitter, LinkedIn, Pinterest, Email, Print). The text explains that generic medications are safe and effective, often cheaper than brand-name counterparts, and addresses common patient questions. An illustration shows a blue pill bottle labeled 'GENERIC' and a green pill bottle labeled 'BRAND' with an equals sign between them, signifying their equivalence.

Generic Drugs


- Overview & Basics
- Industry Resources
- Approvals & Reports
- Science & Research
- ▶ Patient Education

Patient Education

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Generic medications are just as safe and effective as their brand-name counterparts, and often cost less. While nearly 9 in 10 prescriptions filled are for generics, many people have questions about whether they are *really* as good as the name brand medications and, if so, why there is a cost savings. To help educate patients about FDA's rigorous review process, the economics of pricing, and related issues, FDA offers a range of educational materials, including videos, graphics, fact sheets, and related resources.

- [New Patient and Prescriber Educational Materials](#)



Background

- In an ongoing patient survey, half of the participants stated that the FDA-developed handout improved their opinion of generic drugs but 16.4% of participants indicated that the handout was **long, too much text, and complicated**

“Some of the words were very medical and I did not understand.”

“Not enough...pictures.”

“Use more simplified terms.”

“I believe they should use words that we can understand.”

- Educational efforts to promote generic medications should account for patients’ health literacy and cultural backgrounds

Proposed Research Priorities

1. To identify best practices and resources for generic drug communication directed at patients and caregivers with low health literacy
2. To examine FDA's generic drug educational materials for appropriateness for patients/caregivers with low health literacy

Recommended Methods

1. To identify best practices and resources for generic drug communication directed at patients and caregivers with low health literacy

- Systematic literature and guideline/toolkits review
- Needs assessment – interviews with FDA and healthcare providers
- Dissemination (e.g., continuing education modules)



Recommended Methods

2. To examine FDA's generic drug educational materials for appropriateness for patients/caregivers with low health literacy

- Evaluate FDA-developed generic drug educational materials using validated tools for health literacy
- Interview patients/caregivers with low health literacy at both urban and rural locations



The IMPAQ-Auburn Team

Collaboration with the FDA

- Generic Drug Substitution in Special Populations (U01FD005875)
- Educating Groups Influencing Generic Drug Use (U01FD005486)



The IMPAQ-Auburn Team

Prior research experience

- Expertise in pharmaceutical health services research, especially with regard to generic drugs
- Published research using the proposed methods: systematic review, interviews and focus groups, development and evaluation of educational materials regarding generic drugs, and pharmacist continuing education experience in both rural and urban settings