

FDA Physician Communication: Testing with Physician Portals

Performer: Summer Productions

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Regulatory Science Challenge

Communicating drug safety information efficiently and effectively to physicians is key to the FDA's mission. Focus group research has shown that physicians consume drug safety information from a variety of sources including commercial portals, specialty societies and state medical boards. However, it is not known what strategy might be optimal to reach the most physicians. It is also not known whether the presenter of the information might influence if physicians would open an email or watch a video.

Project Description

A message regarding drug safety will be delivered to physicians via a specialty society email newsletter, a state medical board email newsletter, and a commercial website targeting physicians. By clicking on a link, physicians will be presented with the message in either text or video format. The person presenting the message will be either a subject matter expert or a government official. Open and viewing rates will be measured to assess the optimal way to reach a physician audience with FDA drug information.

Project Goals

- Determine if a specialty society newsletter, a state board newsletter, or a commercial website reaches more physicians.
- Learn if physicians prefer to receive information in a text or short video format.
- Analyze whether the presenter of a message influences open rates.

Project Results

The final report from the researchers to the FDA included the following results:

- The commercial portal reached more physicians than the specialty society or state board newsletter. However, open and view rates for all sources were less than one percent.
- The text version was preferred over the video. Sixty-one percent (61%) of all viewers opted to view the text format. So, the physician audience was split on how they prefer to view information.
- Based on the open rates, there was no clear preference to receive information from an academic subject matter expert compared to a government official.