

Towards a new model of scientific interaction between Pharma and HCP: the Global HCP Engagement Initiative

A. Rizzi¹, M. Di Domenico¹, M.T. Lerco¹, V. Rajah², G. Recchia¹

¹GlaxoSmithKline, Verona, Italy

²GlaxoSmithKline, GSK House, London, UK

Introduction. The collaboration between Healthcare Professionals (HCPs) and pharmaceutical company in scientific research, scientific communication and medical information/education is an important prerequisite to ensure patients, payors and prescribers have the best information possible to use medicines safely and effectively.

The expectations of society towards the way in which these interactions are conducted have steadily increased along with the demand for greater transparency and confidence in the various parties involved on healthcare processes to operate to the highest ethical standard. In particular, the focus has been on potential conflicts of interest which might be perceived to influence therapeutic decisions of physicians.

Objective. GSK has developed the "HCP Engagement Initiative" with the aim of transforming the way it engages with HCPs, avoiding any perceived conflicts of interest in the way it communicates and informs HCPs on its medicines, and developing new methods and channels of communication with its stakeholders, with the ultimate goal of improving patient well-being. As part of the program, a survey was conducted among the various stakeholders to investigate the relevance and impact of this initiative, and to understand how it aligns with and meets the expectations of greater transparency and attention to the needs of patients.

Methods. Conducting a multistakeholder survey on medical specialists, general practitioners, pharmacists, citizens, patients, caregivers, media, health decision makers and employees of the company - a total of 1575 interviews. This was done in collaboration with Doxa (one of the most prominent Italian market researchers).

Results. Global HCP Engagement Initiative, announced in December 2013, was developed during 2014 and 2015 and will be introduced globally from January 1, 2016. The preliminary results of the Doxa survey show awareness in all categories surveyed about the potential conflict of interest and a generally positive reaction to the measures put in place to mitigate this conflict.

Conclusions. The HCP Engagement Initiative represents the continuation of a process of transparency of the company towards its stakeholders, started over 10 years ago with the publication of the Clinical Trial Register and continued with other programs such as Scientific engagement and access to Patient Level Data. The results of the survey confirm the positive perception of stakeholders about this initiative. This finding will definitely improve the communication and preparation of the various activities related to the projects.