446. Non-Response in a Pharmacy and Patient Based Intensive Monitoring System

Linda Harmark,1,2 Harmen Huls,2 Han De Gier,2 Kees van Grootheest,1,2 1Netherlands Pharmacovigilance Centre Lareb, s-Hertogenbosch, Netherlands; 2Pharmacotherapy and Pharmaceutical Care, University of Groningen, Groningen, Netherlands.

Background: Worldwide pharmacists play an increasingly important role in pharmacovigilance. Web-based intensive monitoring, WIM, is a new form of active pharmacovigilance where pharmacists play a key role. Patients using drugs which are monitored are identified in the pharmacy and invited to participate in the active monitoring. Not all patients who are invited will eventually participate.

Objectives: The aim of this study is to investigate non-response bias in WIM. In addition, reasons for non-response will be investigated in order to identify barriers for participation.

Methods: The study population consisted of patients who received a first dispensation of an anti-diabetic drug monitored with WIM between 1 July 2010 and 28 February 2011. Possible non-response bias was investigated by comparing age, gender and the number of drugs used as co-medication. Reasons for non-response were investigated using a postal questionnaire.

Results: Responders were on average 4.5 years younger and used 0.8 co-medication less. There were no differences regarding gender. The main reason for non-response was that information in the pharmacy lacked. Among the patients who received information, and had access to internet but chose not to participate, little personal gain was a reason for non-response.

Conclusions: The differences between responders and non-responders should be taken into account when analyzing and generalizing data collected through WIM as it might contribute to non-response bias. The relatively high response to the postal questionnaire, together with the answers about reasons for non-response show that patients are willing to participate in a web-based intensive monitoring system. The information given in the pharmacy is crucial for their actual participation as such.

447. Patients’ Motives for Participating in Active Post Marketing Surveillance

Linda Harmark,1,2 Miguel Lie-Kwie,3 Lisette Berm,2 Han De Gier,2 Kees van Grootheest,1,2 1Netherlands Pharmacovigilance Centre Lareb, s-Hertogenbosch, Netherlands; 2Pharmacotherapy and Pharmaceutical Care, University of Groningen, Groningen, Netherlands; 3Apotheek de Murene and Apotheek Stelle, Rotterdam, Netherlands.

Background: In a web-based intensive monitoring system, patients the direct source of information. To date little is known about patients’ motivation to participate in active post marketing surveillance (PMS). Increased insight can help us to better understand and interpret patient reported information. It can also be used for developing and improving patient based pharmacovigilance tools.

Objectives: The aim of this study is to gain insight into patient motives for participating in an active PMS and investigate their experiences with such a system.

Methods: A mixed model approach combining qualitative and quantitative research methods was used. Semi-structured, in-depth, face-to-face interviews were the basis for questionnaire development. The questionnaire contained questions regarding patient demographics and questions relating to their participation in an active PMS system. Descriptive statistics were used to get an overview of the patient’s characteristics, motives for participation and experiences with the system. Relations between patient characteristics and motives were analyzed using either a t-test or a Chi-squared test.

Results: One thousand three hundred thirty-two (54.6%) patients responded to the questionnaire. The main motive for participation was altruism, for example “Other patients can be treated better” (89%) and “I want to help health care workers” (84%). Often experiencing ADRs or bad experiences with drugs are not important motives. The patient’s gender plays a role in the different motives for participation. The overall opinion about the system is positive.

Conclusions: The knowledge that patients participate in this kind of research from an altruistic point of view will supports the need of patient involvement in pharmacovigilance.

448. Public Awareness of Adverse Drug Reactions and Pharmacovigilance System in Korea

Jin Lee,1 Eunhee Lee,1 Jaewoo Jung,1,2 Minhye Kim,1,2 Hyeryun Kang,1,2 Sangheon Cho,1,2 1Regional Pharmacovigilance Center, Seoul National University Hospital, Seoul, Korea; 2Internal Medicine, Seoul National University Hospital, Seoul, Korea.

Background: As more medications we used, the more frequent adverse drug reactions (ADRs) we encounter. To use drugs safely, we have to establish ADR reporting system and let the public be aware of it.

Objectives: The purpose of this study was to evaluate the attitude and knowledge of the public on ADRs and pharmacovigilance system.

Methods: A survey was performed using a structured questionnaire on 338 townspeople who participated in a health fair in Seoul and 202 subjects visiting the outpatient clinic in Seoul National University Hospital between 1st September and 30th September 2010. The results were statistically analyzed by using the SAS Program. Chi-square test was conducted.