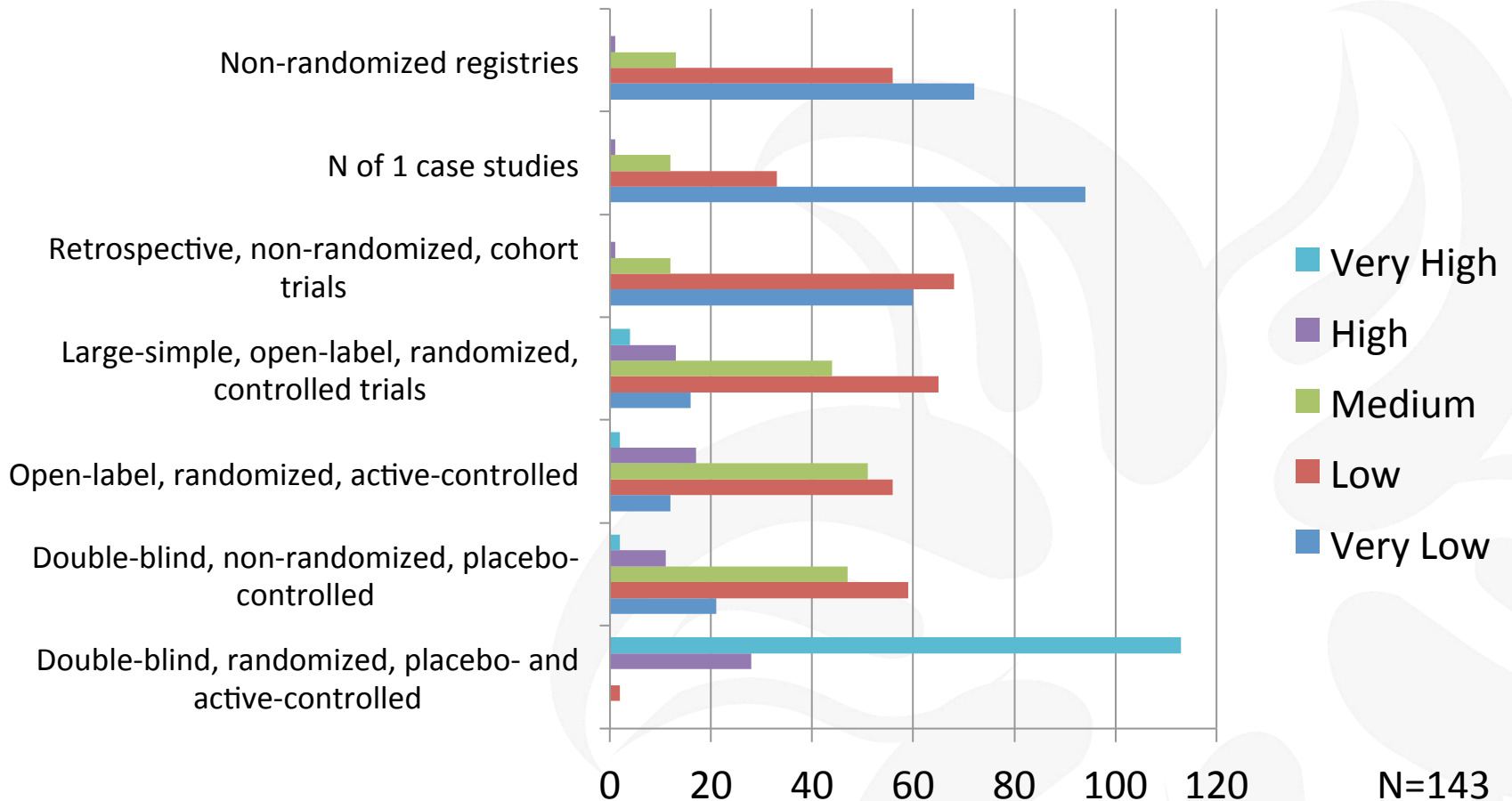


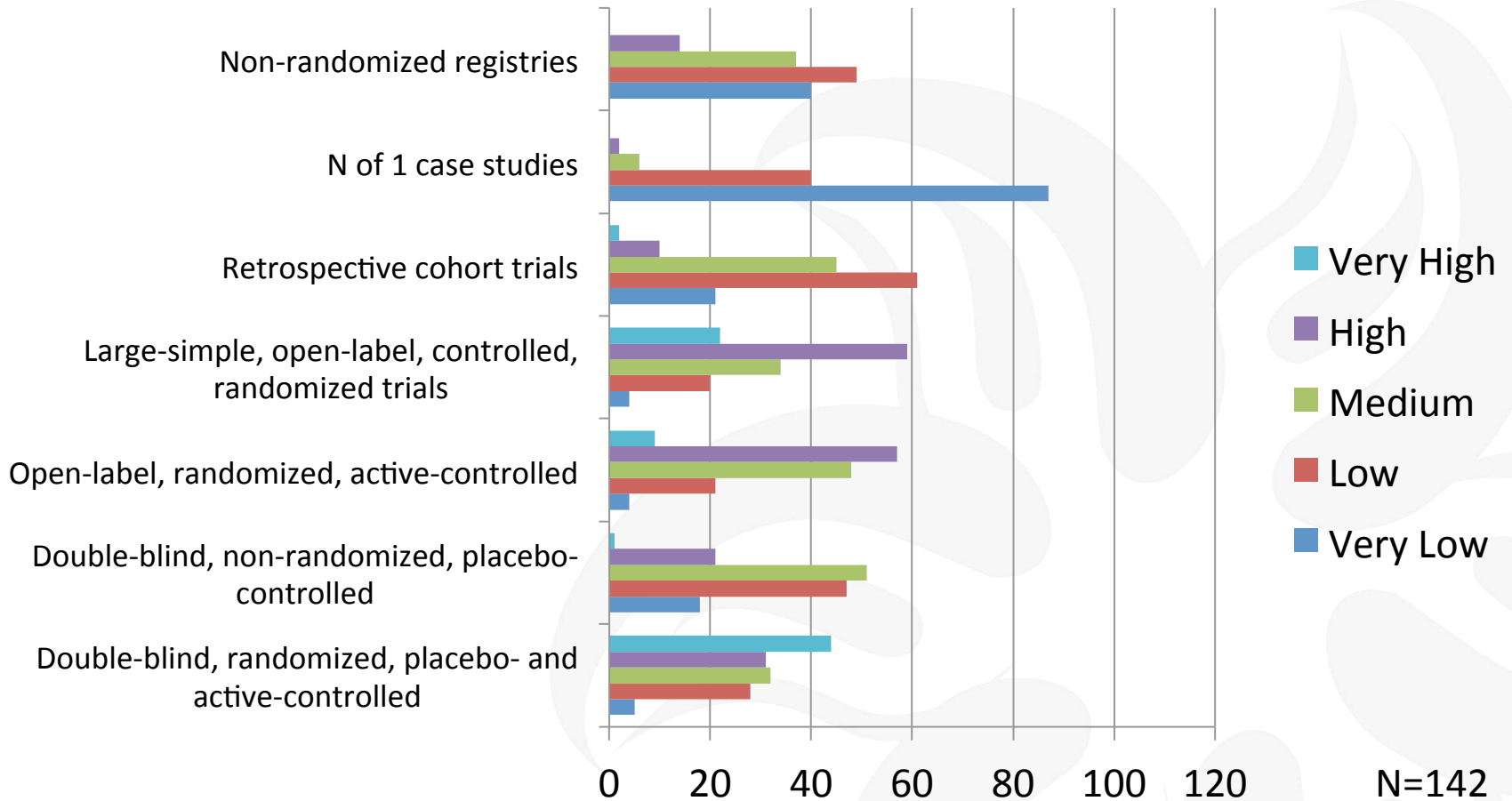
Major Considerations for Efficacy (Explanatory) and Effectiveness (Pragmatic) Studies

Ginger Haynes, PhD
Eli Lilly and Company

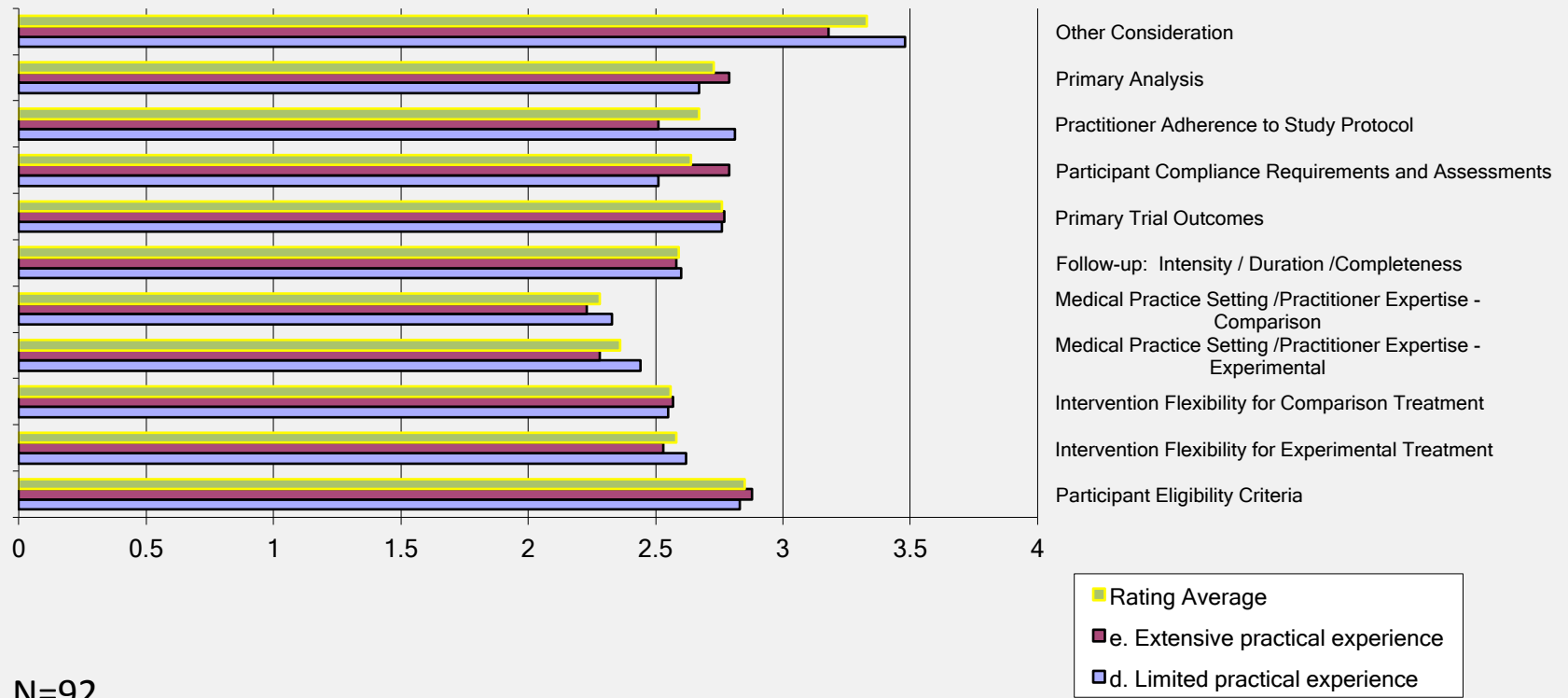
Ratings as Explanatory Studies



Ratings as Pragmatic Studies



Importance in Distinguishing Explanatory vs. Pragmatic



What is the Question?

- Does the medication work?
- How well does the medication work?
- How will the medication work for me?
- What is the value of reimbursing this medication?

YES!!

Does the Medication Work?

- Design – Double-blind, RCT, placebo control, shorter duration
- Selection criteria – Very restrictive to minimize confounders
- Setting – Specialist sites who are not new to research
- Measures – Short battery of research scales
- Analyses – Standard, comparing randomized arms
- Interpretation – In a highly-controlled, regimented setting, under ideal conditions, the medication was more efficacious than placebo

How Well Does the Medication Work?

- Design – Open-label, randomized, active-controlled OR open-label, non-randomized, active-controlled OR observational
 - Selection criteria – Minimal, will vary depending on phase of medication and research question
 - Setting – Specialist, community mental health clinics, research-naïve sites
 - Measures – One or two scales, patient-reported outcomes (PROs), adherence, treatment patterns, compliance
 - Analyses – Require adjustment for lack of randomization, switching
 - Interpretation – In the real-world setting, Medication A was more effective than Medication B
-

- Design – Large simple randomized trials OR n of 1
 - Selection criteria – Very limited
 - Setting – Community
 - Measures – One or two scales, PROs, adherence, treatment patterns
 - Analyses – Subgroup analyses, interactions
 - Interpretation – Medication A is more effective than Medication B in real-world settings in the following groups of patients
-

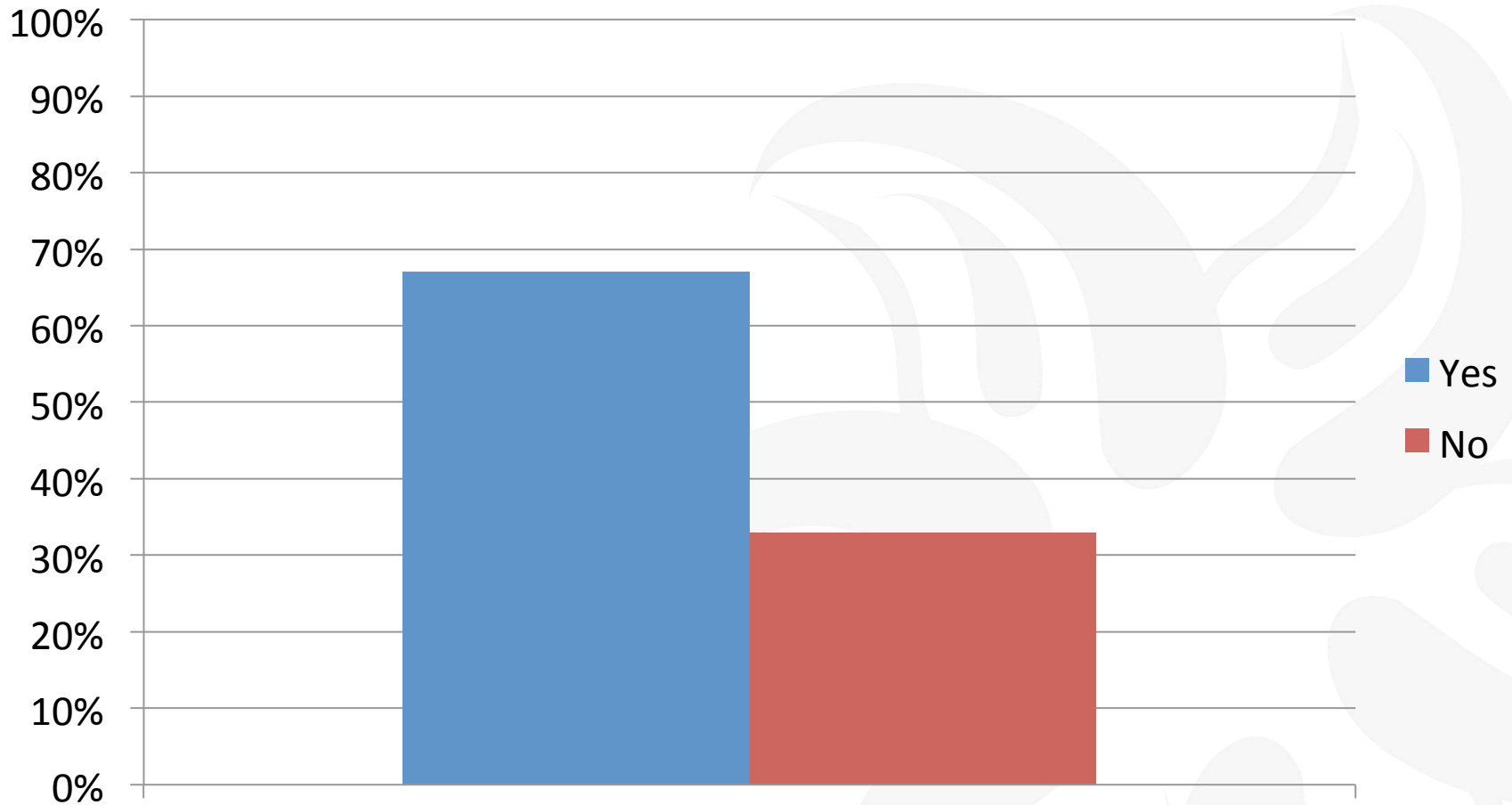
What is the Value of Reimbursing this Medication?

- Design – Open-label with or without randomization
- Selection criteria – Minimal
- Setting – Community mental health centers
- Measures – Primarily resource utilization and PROs, switching, adherence
- Analyses – Must adjust for treatment changes
- Interpretation – A plan that allows a branded agent is cost-effective compared with one that requires a patient to fail-first on generic agents or SOC.

- Many generic options in depression and schizophrenia
- Limited venues for communicating comparative results
- Increased value of pragmatic and observational research at product launch

Is Randomization Essential to

Inference for Explanatory and Pragmatic Trials?



N=141