

## Is Social Media Information Useful to Understand Patient Experiences and the Burden of Disease?

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### PATIENT EXPERIENCES AND INSIGHTS ON CHRONIC OCULAR PAIN FROM A SOCIAL MEDIA LISTENING STUDY

Goel K,<sup>1</sup> Parashar N,<sup>2</sup> Aasaitambi S,<sup>2</sup> Verma H,<sup>2</sup> O'Brien P,<sup>3</sup> Sloesen B<sup>4</sup><sup>1</sup>Novartis Healthcare Pvt. Ltd., Hyderabad, AP, India, <sup>2</sup>Novartis Healthcare Pvt. Ltd., Hyderabad, India, <sup>3</sup>Novartis Business Services Center, Limerick, UK, Ireland, <sup>4</sup>Novartis Pharma NV, Vilvoorde, Belgium

**Objective:** To identify the perceived causes for chronic ocular pain (COP) ( $\geq 3$  months pain duration), its impact on quality of life (QoL) and understand the patient journey from social media posts.

**Methods:** In this retrospective study, publicly available social media conversations were identified from searches triaged by a combination of automated relevancy keyword algorithm and manual review, and subsequently analyzed post anonymizing for COP content. Twitter, forums, and other (Facebook, Blogs, etc.) platforms were leveraged for the time period February 2020 to February 2021. **Results:** A total of 464 (UK=208, US=175, Canada=65 and Australia=16) patient/caregiver conversations on COP were identified. Top discussion points were symptoms (62%) and causes of COP (58%). Ocular factors (including dry eye disease, thyroid/Graves' disease, and ocular surgeries) contributed to ~46% of causes identified, while non-ocular factors (including migraine, COVID, and side-effects/withdrawal of medications) contributed to ~54%. The most commonly mentioned symptoms (555) were headache/head pressures (96), dry/gritty eyes (67), light sensitivity (34), insomnia (29), and redness/pink eyes (28). Symptoms impacted all aspects of patients' QoL: physical day-to-day activities such as reading, driving, and sleeping; emotional wellbeing such as depression/hopelessness, frustration/anger, fear, and suicidal thoughts; functional wellbeing such as difficulty at work/study place, reduced productivity or having to quit their job; social impacts such as being irritated around people, and having a less active social life. Eye drops (58/140 mentions) are the most commonly mentioned treatment option. Common coping strategies mentioned were blue-light filter glasses/eyeglasses (17), and hot compresses (11). Key unmet needs mentioned by patients were failed, improper, delayed diagnosis (62), and lack of effective treatments or appropriate management (30). **Conclusion:** Insights from this study reported patients' experiences, concerns, and the adverse impact on overall QoL. The results can help in better understanding the patients' perspective, which can be considered during drug development.



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### USE OF SOCIAL MEDIA LISTENING (SML) METHODS FOR UNDERSTANDING THE PATIENT EXPERIENCE OF CHRONIC DISEASE: A SCOPING REVIEW

Trevisan F,<sup>1</sup> Clifford S,<sup>2</sup> Cooper V<sup>2</sup><sup>1</sup>Sprout Health Solutions, Pinner, UK, <sup>2</sup>Sprout Health Solutions, Los Angeles, CA, USA

**Objectives:** To conduct a scoping review of the literature related to the use of social media listening (SML) methods for understanding patients' experiences of chronic disease. **Methods:** Methodological guidance for conducting scoping reviews was followed. PubMed, Medline and EMBASE databases were searched using terms for social media listening, patient experience and quality of life. Primary research studies and systematic reviews that investigated the use of SML for understanding the patient experience of health or healthcare were included. Titles and abstracts were reviewed by two reviewers. One reviewer extracted data from full text articles. Quality of data extraction was assessed and verified by a second reviewer. A descriptive synthesis was performed with a focus on summarizing information related to the type of social media platforms, methods, data extraction tools and outcomes reported. **Results:** The literature search identified 53 studies; 14 met the inclusion criteria and were included in the full-text review and data extraction. Social media platforms included Twitter, Facebook, HealthUnlocked, and disease-specific online communities. methods used by researchers conducting SML included keyword frequency analysis, identification of patient reported terms for functional status, qualitative content analysis, identification of frequently asked questions and modelling of the patient experience. Outcomes included identification of symptoms experienced by and of importance to patients (including physical, psychological and cognitive symptoms), experience of medical treatment and procedures, social relationships and support, financial difficulties, information on the temporal patterns of symptoms experienced by patients and identification of racial and ethnic disparities in patient experience of disease. **Conclusions:** The findings highlight the potential value of SML as a method for capturing the patient voice and understanding patient experiences of chronic disease. SML has the potential to complement traditional methods, reduce patient burden and include the experience of people who may not take part in formal research studies.



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### UNMET NEEDS OF CAREGIVERS IN LOCALLY ADVANCED OR METASTATIC BLADDER CANCER FROM SOCIAL MEDIA IN THE US

Renner S,<sup>1</sup> Loussikian P,<sup>1</sup> Marrel A,<sup>2</sup> Barbier V,<sup>2</sup> Foulquié P,<sup>1</sup> Mbarkai A,<sup>1</sup> Schück S,<sup>3</sup> Bharmal M<sup>3</sup><sup>1</sup>Kap Code, Paris, France, <sup>2</sup>Icon, Paris, France, <sup>3</sup>EMD Serono, Rockland, MA, USA

**Objectives:** Bladder cancer (BC) is the sixth most common cancer in the US; the prognosis for patients with locally advanced or metastatic BC is very poor. Few studies have assessed its burden on caregivers. This study aimed to characterize difficulties and unmet needs of caregivers for patients with locally advanced or metastatic BC as reported on social media. **Methods:** US caregiver testimonials were collected from social media posts between January 2015 and April 2021 using specific terms for locally advanced or metastatic BC. These were qualitatively analyzed to identify caregiver difficulties and unmet need until saturation. **Results:** Of 1214 testimonials from 679 caregivers on 72 social media sources, 423 were randomly selected and analyzed until saturation. From those that reported age-related data (<15% of testimonials), most caregivers were women (83.2%) with a mean age of 35.4 years, whereas the reported mean age of patients was 67.2 years. A total of 177 testimonials that expressed  $\geq 1$  caregiver- or patient-centered difficulty were identified and classified into a list of 36 types of challenges. The main difficulties related to the caregivers' psychological impact throughout the patient journey (26%), the desire to share experiences among peers/support groups (15.8%), and the fear and management of patients' adverse events (12.4%). Other major difficulties expressed included the specific psychological burden of end-of-life support or grief work (10.2%), the daily impact of being a caregiver (relocation, time consumption; 9.6%), stress due to screening and diagnostic delay (7.3%), and the change in relationships between patients and caregivers (5.1%). **Conclusions:** Qualitative analysis of social media testimonials from caregivers of patients with BC in the US provided insights on the substantial psychological impact and burden of care on them. Future research may explore BC caregiver well-being and quality of life as outcomes in quantitative studies.

## Issues with Health Technology Assessment of Specialised Technologies

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### THE CURE MYTH: EXPERIENCE FROM RECENT HEALTH TECHNOLOGY ASSESSMENT (HTA) SUBMISSIONS IN RELAPSED/REFRACTORY DIFFUSE LARGE B-CELL LYMPHOMA (R/R DLBCL)

Mohseninejad L,<sup>1</sup> Hardy A,<sup>2</sup> Westley T,<sup>3</sup> Kongnakorn T<sup>1</sup><sup>1</sup>Evidera, London, UK, <sup>2</sup>Evidera, Paris, France, <sup>3</sup>Evidera, Montreal, QC, Canada

**Objectives:** Recent clinical trials testing novel cancer therapies such as CAR-Ts are detecting a plateau in the survival curves, conveying a potential opportunity for cure. Long-term survival data are limited, and clinicians are often cautious to make conclusions on the basis of the trial outcomes. Nevertheless, cure assumptions have appeared in oncology HTA submissions such as those in R/R DLBCL. This study aims to investigate how cure assumptions are applied across different HTA submissions for therapies in R/R DLBCL. **Methods:** Publicly available HTA dossiers in R/R DLBCL submitted to NICE, SMC, CADTH, ICER, PBAC and HAS in the past five years were reviewed. Information related to cure assumptions (methodology, cure time point, cure proportion) and the critiques received by the HTA bodies were reviewed and extracted. **Results:** Of the twelve HTA documents identified, ten submissions applied cure assumption in overall survival extrapolation. These submissions focused on two CAR-T agents (axicabtagene and tisagenlecleucel) and polatuzumab vedotin. From the ten submissions that reported cure assumptions, six used cure-mixture models and four used simple cure assumptions. Eight models set mortality of cured patients to that of the general population, while two considered an adjustment factor. Cure was considered only for the intervention arm in seven models, while the rest considered it for all treatments. The timepoint and proportion of cure varied across the submissions. Critiques were mainly around the issues caused by immaturity of survival data, such as uncertainty in cure assumptions and the choice of cure timepoint. **Conclusions:** While cure modelling is frequently used in R/R DLBCL and in oncology, there seems to be no consensus on the implication of cure and its implementation in the economic analyses. Clear guidance must be provided by health authorities on how to approach the cure concept in economic modelling and how to validate the assumptions.



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### SUFFICIENT UPTAKE OF HIGHLY SPECIALISED TECHNOLOGIES?

Dacosta RFD,<sup>1</sup> Wang GD,<sup>2</sup> Macaulay R<sup>3</sup><sup>1</sup>PrecisionADVISORS, London, UK, <sup>2</sup>PrecisionAdvisors, London, UK, <sup>3</sup>Precision Advisors, Esher, UK

The National Institute for Health and Care Excellence (NICE) introduced a Highly Specialised Technology (HST) pathway in 2015 to provide more consistency in appraising high cost therapies for rare and neglected diseases. This research evaluates the number of HSTs appraised to date and the actual number of patients treated under this pathway. All HST guidance was identified and disease prevalence/incidence, and recommendations were extracted (to 25-Jun-2021). Actual uptake data was provided by NHS England in April 2021. NICE published 14 recommendations through the Highly Specialised Technology (HST) pathway (after an average of 19.6 months after EC-approval) compared to 357 recommendations through the technology appraisal pathway (single or multiple) since 2015. Approximately 1254 patients have been treated with an HST approved therapy. 5 of the 14 HSTs have exceeded the number of patients treated than the NICE-estimated eligible patient population. Notably, 373 patients had been treated with eculizumab (HST1) since

