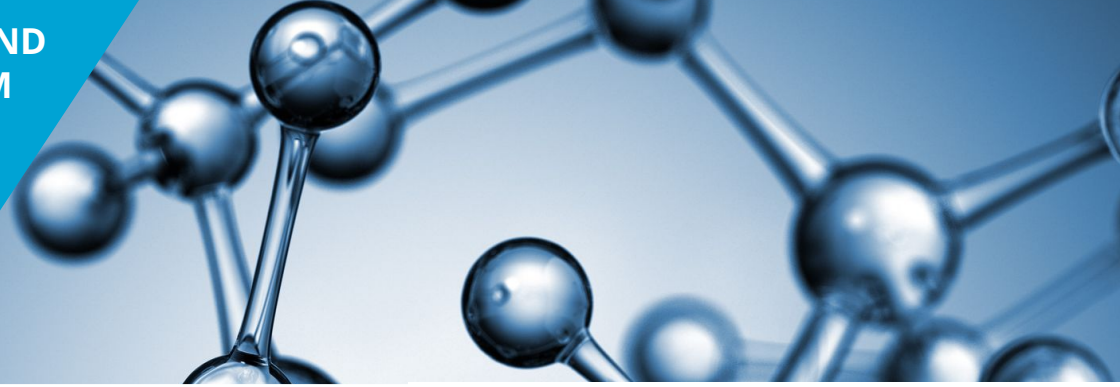


TRANSITIONING TO BIOSIMILARS - LESSONS FROM AROUND THE WORLD

INNOVATION AND INSIGHT FROM AROUND THE WORLD



A cross-sectional study assessed healthcare providers opinion on New Zealand's mandatory brand changes to an adalimumab biosimilar involving 164 participants including rheumatologists, rheumatology nurses and pharmacists. Although this study was based on real life experiences in New Zealand, the principles and lessons can be applied to the UK.

Some of the highlights from the study were as follows:

- Healthcare providers reported a rise in their workload and reduced patient satisfaction when transitioning.
- Some providers voiced patient concerns about the biosimilars efficacy, safety, quality, etc., which could impact a patient's confidence in the transition.
- Providers noted the extra burden of ensuring patients were supported during the transition period.
- The study referenced that training for the device and a high quality patient support programme may improve patient experiences.



Apodi's comment:

The study reflects the universal challenges to healthcare providers and patients when transitioning to biosimilars. These challenges present opportunities to pharmaceutical companies for differentiation through the provision of support to improve healthcare provider and patient experiences.



Potential Actions for pharmaceutical companies:

1. Support a transition to biosimilars with a high quality patient support programme.
2. Ensure healthcare providers and patients are provided appropriate training that supports the transition.
3. Provide administrative support to overburdened providers that facilitates a transition.

