

Making use of various information systems to disseminate HTA knowledge in France

Hervé NABARETTE, Olivier MEIGNEN, Pierre LIOT, Sorin STANEL, Nathalie MERLE

French National Authority for Health (HAS)

BACKGROUND

In addition to developing HTA knowledge, the French National Authority for Health (HAS) places an emphasis on formatting the developed content in order to improve its use by health care professionals. Towards this effort, the HAS produces: summary reports that clarify the added value and place in a therapeutic strategy for new drugs, and appropriate-use documents that highlight the proper use of drugs at risk of prescription issues.

The HAS does not use proactive means of dissemination such as mailings, alerts, seminars, or workshops.

The HAS strives to increase HTA knowledge visibility: its website serves as the primary tool to disseminate HTA knowledge; additional information systems have recently been used to further dissemination efforts.

OBJECTIVE

- Adapt HAS' dissemination efforts to general Internet trends and developments.
- Capitalize on the use of the public body drug database (PDD), which contains administrative and clinical data on treatments and appropriate drug use. PDD's purpose is to provide access to data and official drug documentation to the general public and medical community at large.
- Capitalize on the use of prescription software commonly used by practitioners.

METHODS

► Adapting to Internet trends and developments

- Search engine optimization:
 - use of generic and commercial names and Anatomical Therapeutic Chemical Classification System within the URL and title page;
 - use of HTML text and not only PDF files.
- Newsletter subscription : HAS general newsletter and dedicated drug newsletter.
- Social media ([twitter](#)): a tweet for each drug summary report and appropriate-use document.
- Mobile website with dedicated entry for HAS' website drug pages.

► Capitalizing on the use of the public body drug database (PDD)

- HAS **transmits hyperlinks** for pre-identified drug groupings to the database on a monthly basis, ultimately directing users to HAS' website.
- HAS also **transmits data** to the database: French grading indicators that result from the HTA process known as "actual benefit" and "improvement in actual benefit" (HAS also provides such data via "open data").

► Capitalizing on the use of prescription software

In France, all prescription software and associated drug databases must be certified by the HAS. With the certification criteria being defined and regulated by the HAS, inclusion of up-to-date HTA knowledge in prescription software and drug databases was made mandatory.

Dedicated entry for drugs and devices



Making use of various information systems to disseminate HTA knowledge in France

Hervé NABARETTE, Olivier MEIGNEN, Pierre LIOT, Sorin STANEL, Nathalie MERLE
French National Authority for Health (HAS)

RESULTS

► Internet trends and developments

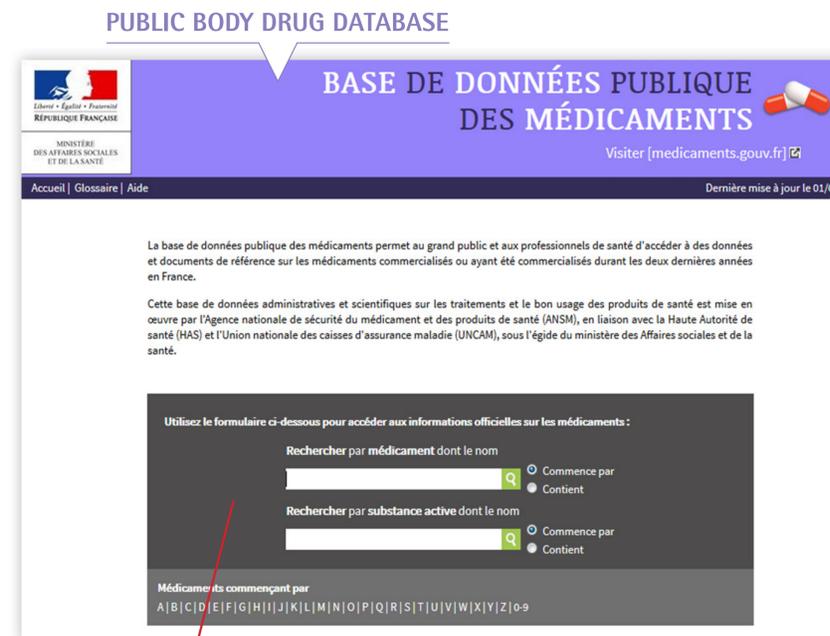
- Search engine optimization: following an HAS assessment, new drugs appear systematically on the first Google page.
- HAS website traffic: 467 000 visits (1 330 000 page views) for general traffic and 49 000 visits (83 000 page views) for drug pages (January 2015); drugs pages are the 2nd most viewed after good practice guidelines.
- Mobile website: 12% for general traffic and 35% for drug-page traffic.
- Newsletter : 33 000 subscribers for the general HAS newsletter and 8 000 for the dedicated drug newsletter.
- HAS **twitter** : 22 000 subscribers; 42 tweets, 17 tweets about summary reports or appropriate-use documents, between 3 000 and 6 900 impressions for these tweets (January 2015).

► **Public body drug database:** HAS' links have good visibility on the database's webpages. Today, the PDD is the 1st website contributor of traffic to HAS' online drug assessments.

However, it falls behind most widely used search engines.

► **Prescription software:** in April 2015, all 50 prescription software products used by private practice physicians in France have been certified and include HTA knowledge. Software products used in hospitals are now undergoing certification.

Ergonomic features are typically excluded from certification thus making it difficult to ensure that access to the documents is actually user-friendly.



Entry by brand name or active ingredient

CONCLUSIONS

The usefulness of information is dependent on its validity, accessibility and pertinence.

The validity of the information is expected to be safeguarded by the methodological HTA processes involved.

Accessibility is expected to be facilitated via the development of user-friendly formats and use of various information systems available to disseminate HTA knowledge.

However, we do not quite know the level of pertinence of this information when in the hands of the general public and/or health care professionals in France: needs and usage of HTA knowledge merit further evaluation, particularly concerning health care professionals.

See "Illustrations in complement to the poster"

