Crowdsourcing Patient Medical Data: Opportunities and Innovations

June 30, 2016 | MUHC-ISAI Research Symposium

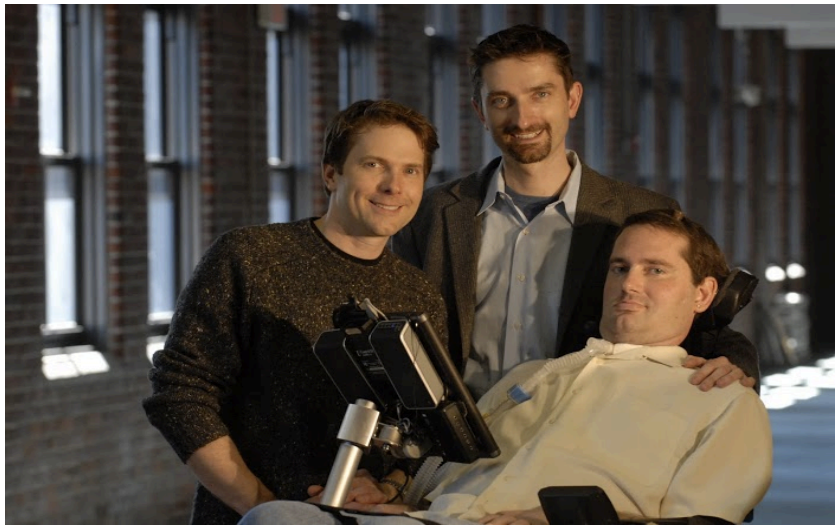
Emil Chiauzzi, PhD
Research Director | PatientsLikeMe

What is PatientsLikeMe?

About PatientsLikeMe

Our mission is to improve the lives of patients through new knowledge derived from shared real-world experiences and outcomes

- Founded in 2004 as a direct response to their family's experience with chronic disease
- It is an online, open, patient-facing community for patients with life changing diseases
- Started in ALS in 2004 and expanded to all conditions in 2011. Deep patient data and experience in 30-40 chronic diseases
- Bringing together an ecosystem of forward thinking healthcare partners



PatientsLikeMe at a Glance

Patients	Data	Insights
• 400,000+ patients • 2,500+ conditions	• 30+ million structured data points • 3+ million free-text posts • 15+ PROs	• 70+ publications, most peer reviewed • Patient-generated taxonomy • Safety monitoring platform • Endpoints in clinical trials

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Commercial & Partner Research

Development of a Scale to Measure Barriers to Disease-Modifying Therapy Adherence in MS

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NOVARTIS

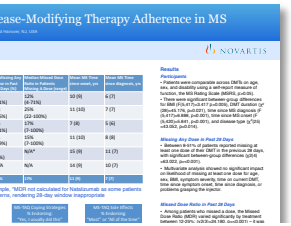
Table 1: Demographic characteristics of MS-TAQ validation sample, *MDR not calculated for Natalizumab as some patients reported decreasing their dosage frequency due to safety concerns, rendering 28-day window inappropriate

VALUE IN HEALTH 18 (2015) 1–4

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COMMENTARY

Can We Use Social Media to Support Content Validity of Patient-Reported Outcome Instruments in Medical Product Development?

Margaret Rothman, PhD[1,*], Ari Gnanasakthy, MSc, MBA[2], Paul Wicks, PhD[3], Elektra J. Papadopoulos, MD, MPH[4]

[1]Janssen Pharmaceutical Companies of Johnson & Johnson, Raritan, NJ, USA; [2]Novartis Pharmaceuticals Corporation; [3]PatientsLikeMe; [4]Food and Drug Administration, Center for Drug Evaluation and Research, Office of New Drugs, Study Endpoints and Labeling Development

ABSTRACT

We report a panel designed to open a dialog between pharmaceutical sponsors, regulatory reviewers, and other stakeholders regarding the use of social media to collect data to support the content validity of patient-reported outcome instruments in the context of medical product labeling. Multiple stakeholder perspectives were brought together to better understand the issues encountered in pursuing social media as a form of data collection to support content validity. Presenters represented a pharmaceutical sponsor of clinical trials, a regulatory reviewer from the Food and Drug Administration, and an online data platform provider. Each presenter shared its perspective on the advantages and disadvantages of using social media to collect this type of information. There was consensus that there is great potential for using social media for this purpose. There remain, however, unanswered questions that need to be addressed such as identifying which type of social media is most appropriate for data collection and ensuring that participants are representative of the target population while maintaining the advantages of anonymity provided by online platforms. The use of social media to collect evidence of content validity holds much promise. Clarification of issues that need to be addressed and accumulation of empirical evidence to address these questions are essential to moving forward.

Keywords: clinical trials, online communities, patient-reported outcomes, social media.

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Introduction

Patient-reported outcomes (PROs) are increasingly recognized as important tools in adding value to the drug review and evaluation process [1] because they provide unique perspectives on medical conditions or their therapies that are known only to the patient [2]. "Content validity" describes the extent to which a

and response options through cognitive debriefing [3]. Best practices usually include either individual interviews or focus groups with participants who are experiencing the target condition or have recent experience with it. These traditional methods of collecting qualitative data to support the content validity of a new or existing PRO instrument, however, are labor intensive, time consuming, and relatively expensive. Although

Patient (2014) 7:73–84
DOI 10.1007/s40271-013-0033-0

ORIGINAL RESEARCH ARTICLE

Quality of Life in Organ Transplant R… in an Online Transplant Community

Paul Wicks · Katherine A. Sulham · Ari Gnanasakthy

Published online: 6 November 2013
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Abstract

Background The PatientsLikeMe Organ Transplants online community allows patients to share detailed health information for research.

Objectives The objectives of our study were to describe and contrast data collected through an online community with the broader organ transplant population.

Methods Quantitative data were examined with respect to basic demographic characteristics and quantitative data including treatment, symptoms, side effects, and the PatientsLikeMe Quality of Life (PLMQOL) scale. Qualitative data including forum discussion posts and treatment evaluations were examined to support future development of standardized questions that could be added to the platform. Online data were compared with US national registry data from the United Network for Organ Sharing (UNOS).

Results Within 30 days of account creation, 1,924 single-organ transplant patients provided spontaneous, patient-reported data in the form of 915 reported symptoms, 938

with epilepsy, fibromyalgia, mood disorders, Parkinson's disease, multiple sclerosis, or ALS. Site users generated 2,169 posts to 346 unique topic threads in the transplants forum.

Conclusions Organ transplant patients are willing to report detailed health data through online communities across key domains—symptoms, treatment effects, and generic quality of life—that constitute the essential core of patient-reported outcomes. Patient-reported outcomes captured online have the potential to accelerate learning about patient experiences but suffer methodological challenges that must be overcome to maximize their utility.

Key Points for Decision Makers

- The Internet is no longer just where patients go to read leaflets or chat in forums, they are using the same tools used in clinical research studies to learn more about managing their disease and contribute to research.
- The number of patients online today is relatively small

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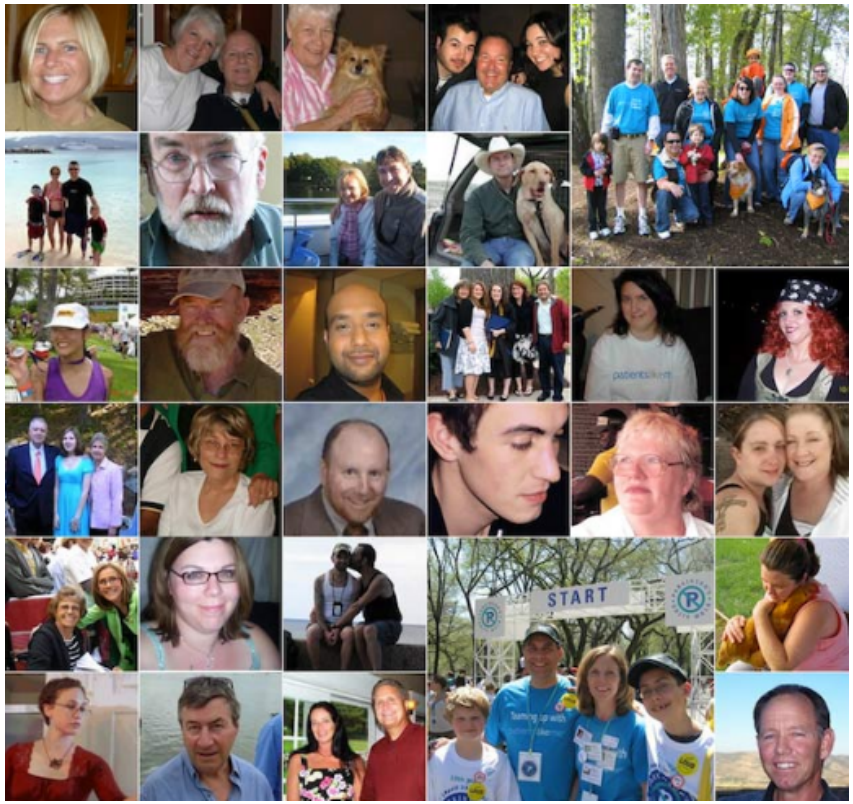
Who Joins PatientsLikeMe?

PatientsLikeMe Members

- 70% Female
- 16% non-Caucasian
- 40s-50s
- Chronic diseases
- Multiple comorbidities
- English-speaking
- 60% US
- Canada: 13,237



Conditions on PLM

Neurological and brain
- Multiple Sclerosis (48,187)
- Parkinson's Disease (11,940)
- Epilepsy (9,944)
- Migraine (8,365)
- ALS (Amyotrophic Lateral Sclerosis) (8,141)

Muscle, bone, and joint
- Fibromyalgia (62,220)
- Rheumatoid Arthritis (RA) (9,207)
- Systemic Lupus Erythematosus (18,124)
- Osteoarthritis (5,261)
- Degenerative Disc Disease (3,496)

Mental health
- Major Depressive Disorder (21,511)
- Generalized Anxiety Disorder (18,755)
- Post-traumatic stress disorder (14,735)
- Panic Disorder (10,112)
- Social Anxiety Disorder (6,022)

Metabolism and nutrition
- Diabetes Type 2 (18,156)
- Diabetes Type 1 (2,473)
- Obesity (2,099)
- High Cholesterol (Hypercholesterolemia) (1,921)
- Vitamin D Deficiency (1,681)

Gastrointestinal
- IBS (Irritable Bowel Syndrome) (4,872)
- GERD (Gastroesophageal reflux disease) (4,215)
- Crohn's Disease (4,023)
- Ulcerative colitis (1,234)
- Celiac Disease (828)

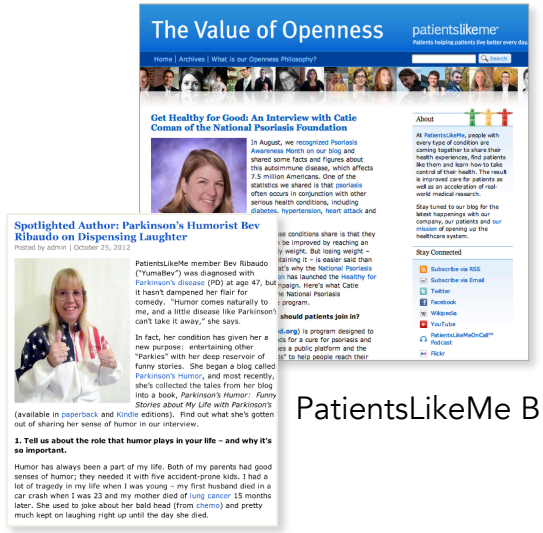
Respiratory
- Asthma (5,855)
- Idiopathic Pulmonary Fibrosis (5,457)
- COPD (Chronic Obstructive Pulmonary Disease) (2,349)
- Sleep Apnea Disorder (1,909)
- Cystic Fibrosis (1,237)

Oncology
- Lung Cancer (4,020)
- Multiple Myeloma (2,580)
- Breast Cancer (1,673)
- Prostate Cancer (827)
- Colon Cancer (428)

Cross-disease symptoms
- Anxious mood (115,512)
- Depressed Modd (116,211)
- Fatigue (117,668)
- Pain (114,463)
- Insomnia (104,507)

Patient Outreach

- Facebook, Twitter, banner ads
- Search engine optimization
- KOL outreach
- Partnerships with targeted non-profits
- Blogs and support groups



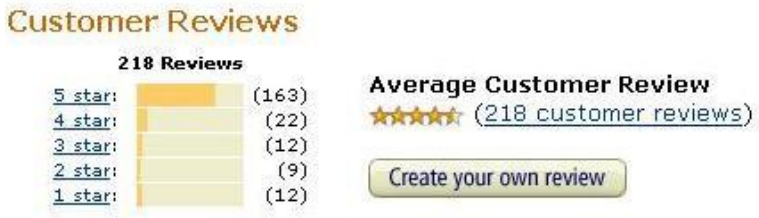
PatientsLikeMe Blog

Non-Profit Pages

Ads

What Do Members Do?

Democratization of Information



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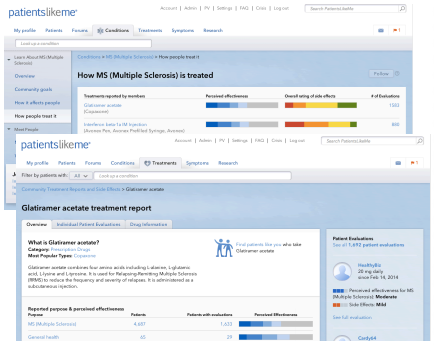
What Members Do

Learn

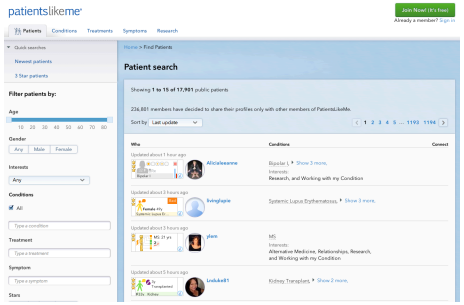
about living with and treating life-changing conditions



- Answer the question "Is this *normal?*"
- Learn from aggregated patient treatment and symptom data

Connect

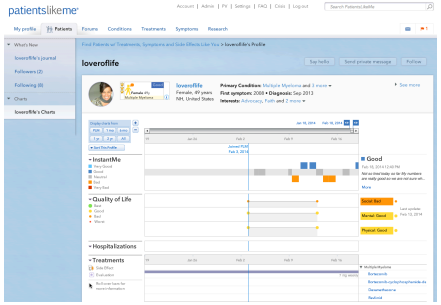
with others sharing those experiences



- Search patients based on age, gender, disease, treatment, symptoms, interests, etc.
- Day-to-day support
- Live better, together

Track

their history and progress over time



- Document changes to symptoms and new treatments, triggers and side effects
- Generate real-world outcomes research data

LEARN …

Major Depressive Disorder

We're all in this for good.

By sharing your stories and data, you will:

- help each other **live better** and uncover the **best** ways to manage your health today
- help researchers **shorten the path to new treatments** tomorrow

How much good can your data do? A whole lot, as co-founder Jamie Heywood explains in this video.

▸ See more

What is Major Depressive Disorder?

Major depressive disorder, also known as clinical depression, is marked by depressed mood, inactivity, lack of interest, insomnia, feelings of worthlessness, diminished ability to think, and may include thoughts of suicide.

Common symptoms reported by people with Major Depressive Disorder

Common symptoms	How bad it is	What people are taking for it
Lack of motivation		Pramipexole, Amphetamine-Dextroamphetamine, Lisdexamfetamine
Problems concentrating		Methylphenidate, Lisdexamfetamine, Amphetamine-Dextroamphetamine
Fatigue		Modafinil, Methylphenidate, Amphetamine-Dextroamphetamine
Depressed mood		Venlafaxine, Sertraline, Fluoxetine
Headaches		Ibuprofen, Topiramate, Acetaminophen (Paracetamol)
Muscle tension		Cyclobenzaprine, Massage Therapy, Clonazepam
Low self esteem		Positive self-talk, Work, Cognitive Behavioral Therapy (CBT)

… what treatments others are receiving…

Compare treatments taken by people with Major Depressive Disorder

Treatment name(s)	Perceived effectiveness	Side effects	How many evaluations	Tried for
Duloxetine (Cymbalta)	for Major Depressive Disorder (189 evaluations)	Nausea, Weight gain ▸ 121 more	274	Major Depressive Disorder (469), Depressed mood (102), 6 more
Bupropion (Wellbutrin XL)	for Major Depressive Disorder (201 evaluations)	Anxious mood, Nausea ▸ 110 more	233	Major Depressive Disorder (463), Depressed mood (63), 6 more
Individual Therapy	for Major Depressive Disorder (98 evaluations)	Anxious mood, Depressed mood ▸ 20 more	121	Major Depressive Disorder (410), Depressed mood (6), 5 more
Sertraline (Zoloft)	for Major Depressive Disorder (180 evaluations)	Sex drive (libido) decreased, Dry mouth ▸ 104 more	213	Major Depressive Disorder (362), Depressed mood (79), 6 more
Venlafaxine (Effexor XR)	for Major Depressive Disorder (164 evaluations)	Dry mouth, Weight gain ▸ 116 more	190	Major Depressive Disorder (354), Depressed mood (88), 3 more
Citalopram (Celexa)	for Major Depressive Disorder (157 evaluations)	Headaches, Sex drive (libido) decreased ▸ 76 more	192	Major Depressive Disorder (341), Depressed mood (58), 2 more

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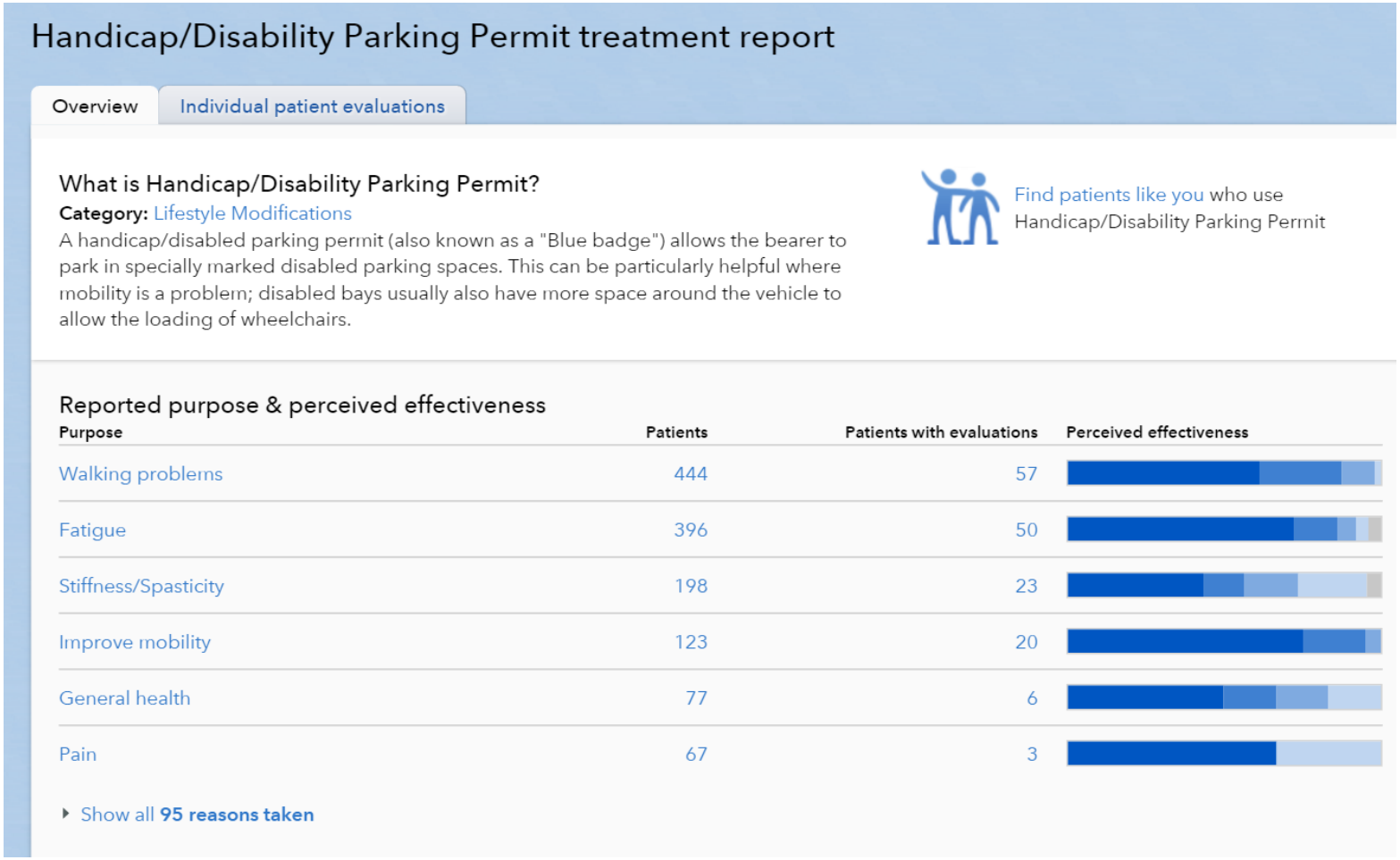
A broader view of “treatments” …



Handicap/Disability Parking Permit treatment report

Overview | Individual patient evaluations

What is Handicap/Disability Parking Permit?

Category: Lifestyle Modifications

A handicap/disabled parking permit (also known as a "Blue badge") allows the bearer to park in specially marked disabled parking spaces. This can be particularly helpful where mobility is a problem; disabled bays usually also have more space around the vehicle to allow the loading of wheelchairs.

Find patients like you who use Handicap/Disability Parking Permit

Reported purpose & perceived effectiveness

Purpose	Patients	Patients with evaluations	Perceived effectiveness
Walking problems	444	57	
Fatigue	396	50	
Stiffness/Spasticity	198	23	
Improve mobility	123	20	
General health	77	6	
Pain	67	3	

Show all **95 reasons taken**

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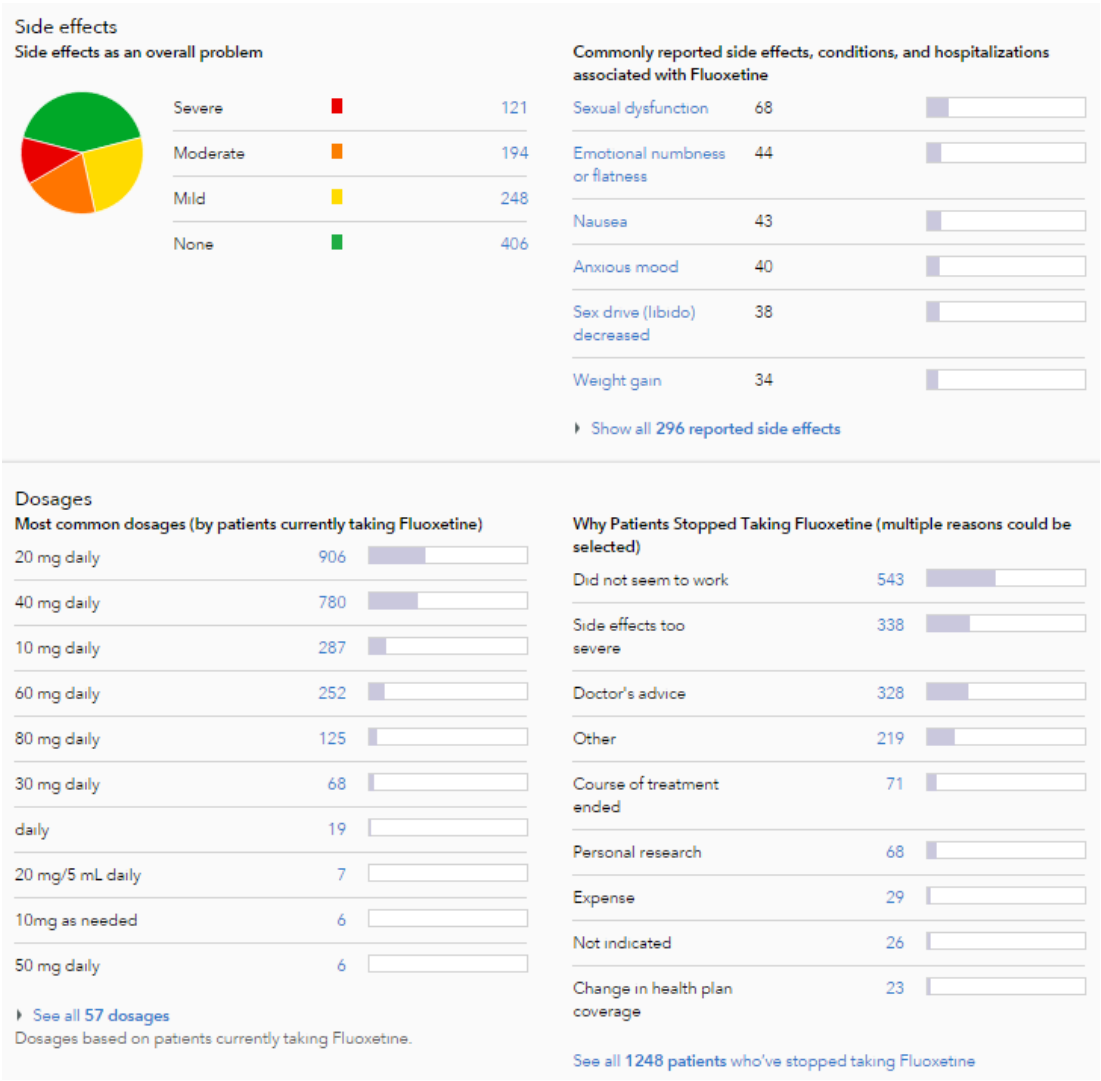
… about side effects



Side effects

Side effects as an overall problem

Severe	121
Moderate	194
Mild	248
None	406

Commonly reported side effects, conditions, and hospitalizations associated with Fluoxetine

Sexual dysfunction	68
Emotional numbness or flatness	44
Nausea	43
Anxious mood	40
Sex drive (libido) decreased	38
Weight gain	34

Show all **296 reported side effects**

Dosages

Most common dosages (by patients currently taking Fluoxetine)

20 mg daily	906
40 mg daily	780
10 mg daily	287
60 mg daily	252
80 mg daily	125
30 mg daily	68
daily	19
20 mg/5 mL daily	7
10mg as needed	6
50 mg daily	6

See all **57 dosages**

Dosages based on patients currently taking Fluoxetine.

Why Patients Stopped Taking Fluoxetine (multiple reasons could be selected)

Did not seem to work	543
Side effects too severe	338
Doctor's advice	328
Other	219
Course of treatment ended	71
Personal research	68
Expense	29
Not indicated	26
Change in health plan coverage	23

See all **1248 patients** who've stopped taking Fluoxetine

CONNECT

"We can do much better fighting the disease as a group than we can as individuals…"

"I feel very excited, humbled and grateful that the information being used from my situation will be able to contribute to research to help other people…"

"Thanks to PLM, I learned about a new treatment my doctor didn't realize was used for MS. I'm on it now and I've never felt better!"

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TRACK

- Basic Information (age, sex, etc.)
- Diseases (early signs, diagnosis status, etc.)
- General & Specific Symptoms (onset, severity status, etc.)
- Treatments & Side Effects (Rx, OTC, Supp., non-drug, etc.)
- Quality of Life & Behavior Status (all patients, some disease specific)
- Outcome Measures of Disease (disease dependent)
- Patient-generated narrative text, wearable and sensor data

- Engagement
- Data Integrity
- Standards *
- Evidence
- Knowledge
- Empowerment

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* Patient data mapped to ICD-10, ICF, SNOMED, MedDRA, RxNorm

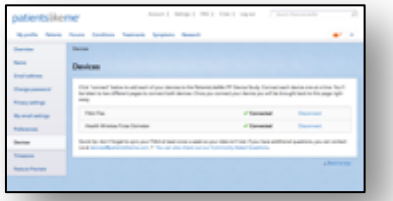
Multiple Sclerosis Patient Profile

How is Research Conducted?

Research as a Journey

"Out of box" experience

Research protocol design

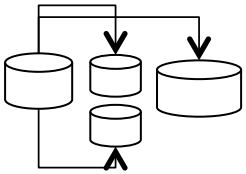


Product enhancements

Study participant selection

Dedicated patient point of contact

IRB review



Data architecture design

Study execution

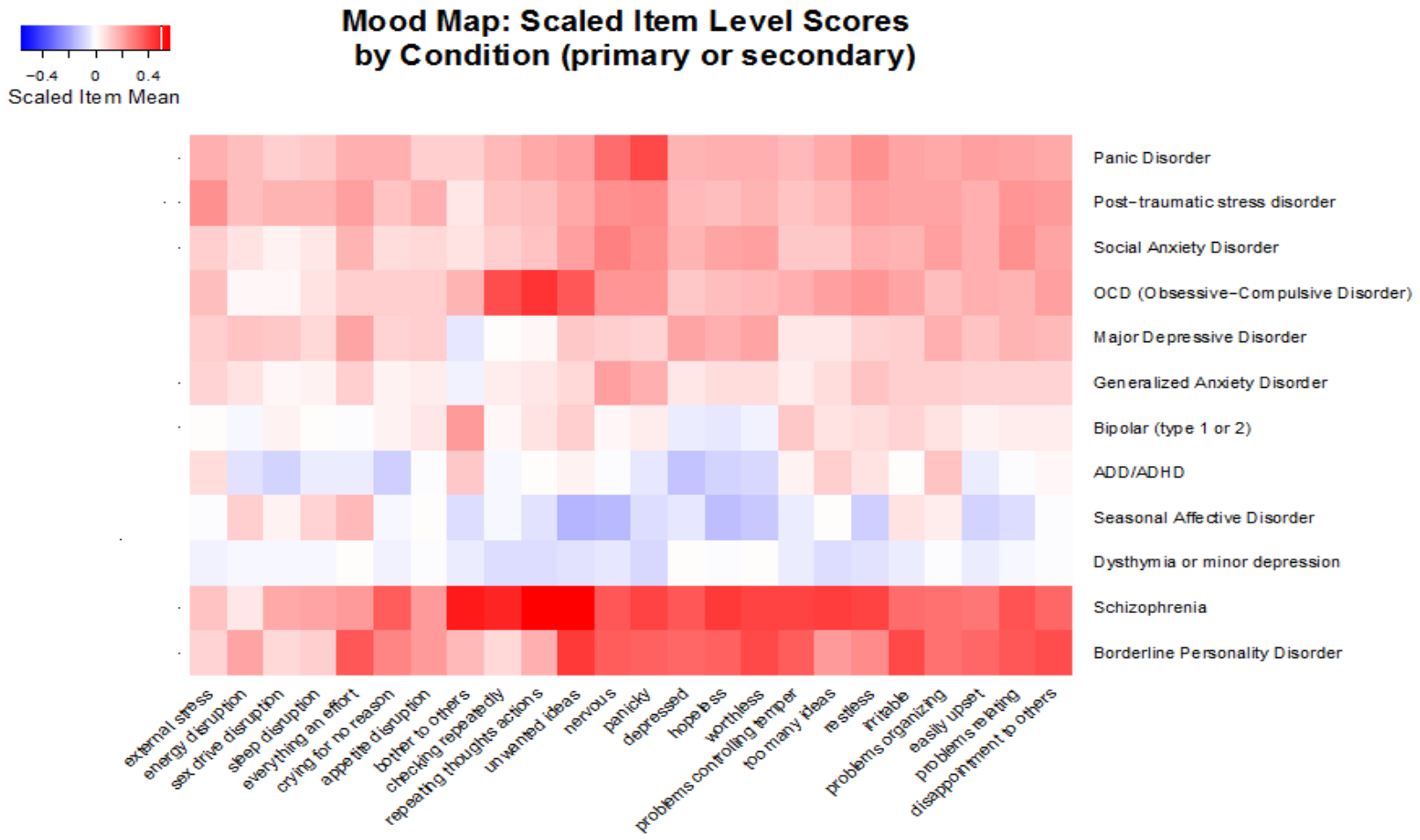
Tailored communications

Informed consent

Device procurement

Insight generation

Database Analysis



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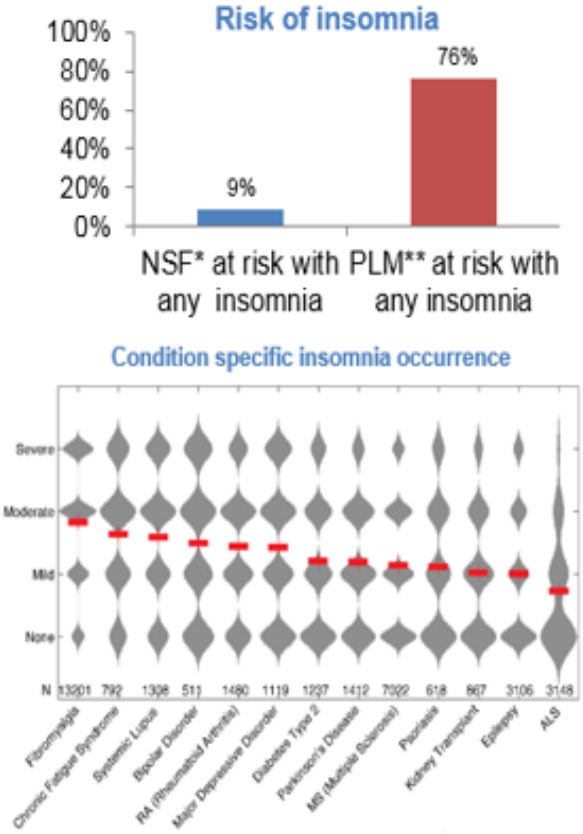
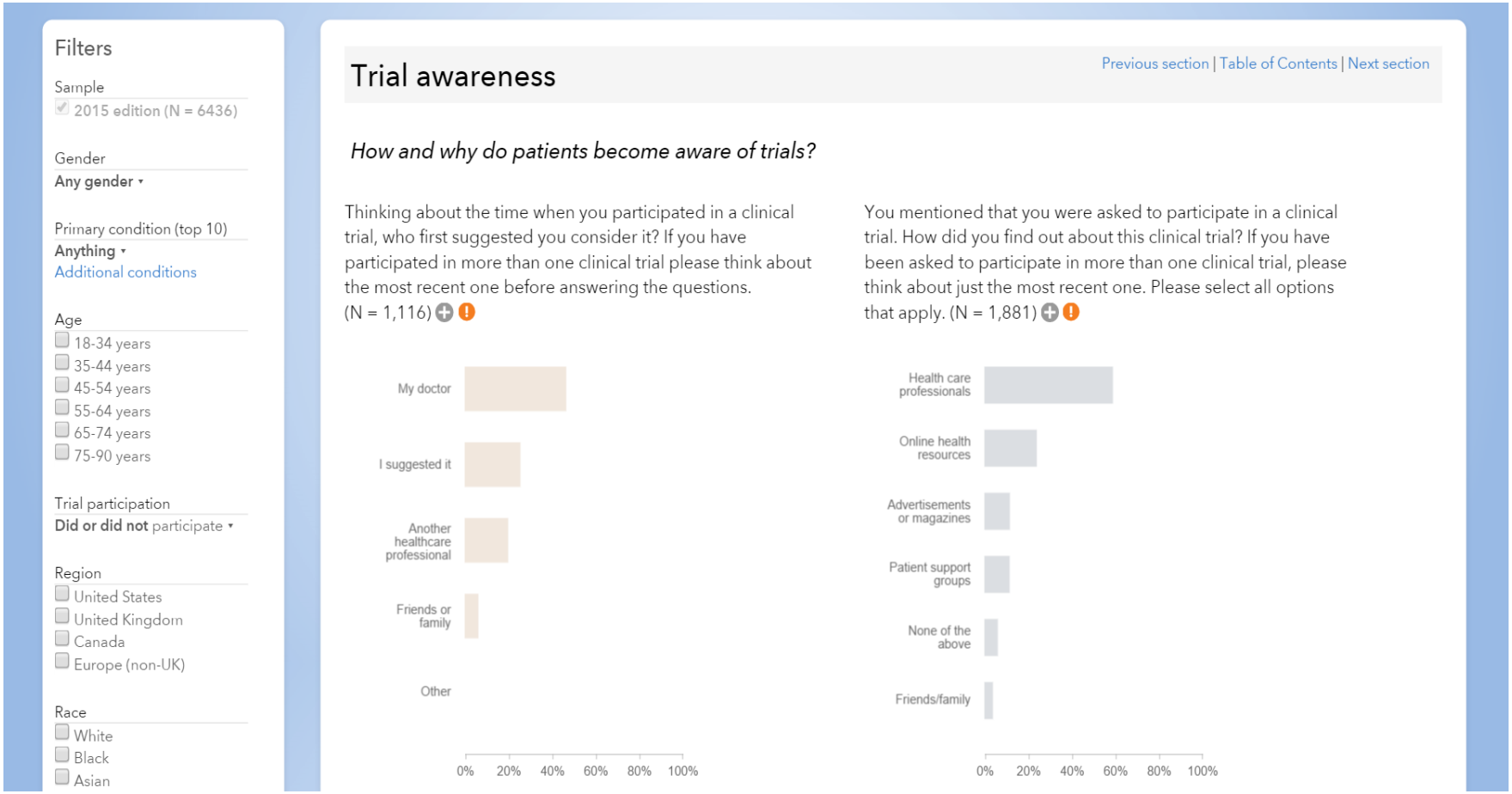
Surveys: Supplemental Data Collection



- Three quarters of US-based PLM respondents were at risk for National Sleep Foundation (NSF)-defined insomnia.
- Trouble falling asleep was the sleep symptom most likely to result in self-reporting insomnia.
- Forty-four percent awaken during the night and 42% awake unrefreshed, but these symptoms receive less attention.
- Insomnia was worse in fibromyalgia (92%), Crohn's disease (88%), depression (85%), and rheumatoid arthritis (RA) (85%).
- Only 34% of patients reporting severe insomnia had ever received an insomnia diagnosis.

Katic et al. New approach for analyzing self-reporting of insomnia symptoms reveals a high rate of comorbid insomnia across a wide spectrum of chronic diseases. Sleep Medicine, 16(11), November 2015, Pages 1332–1341.

Global Trial Access Databank



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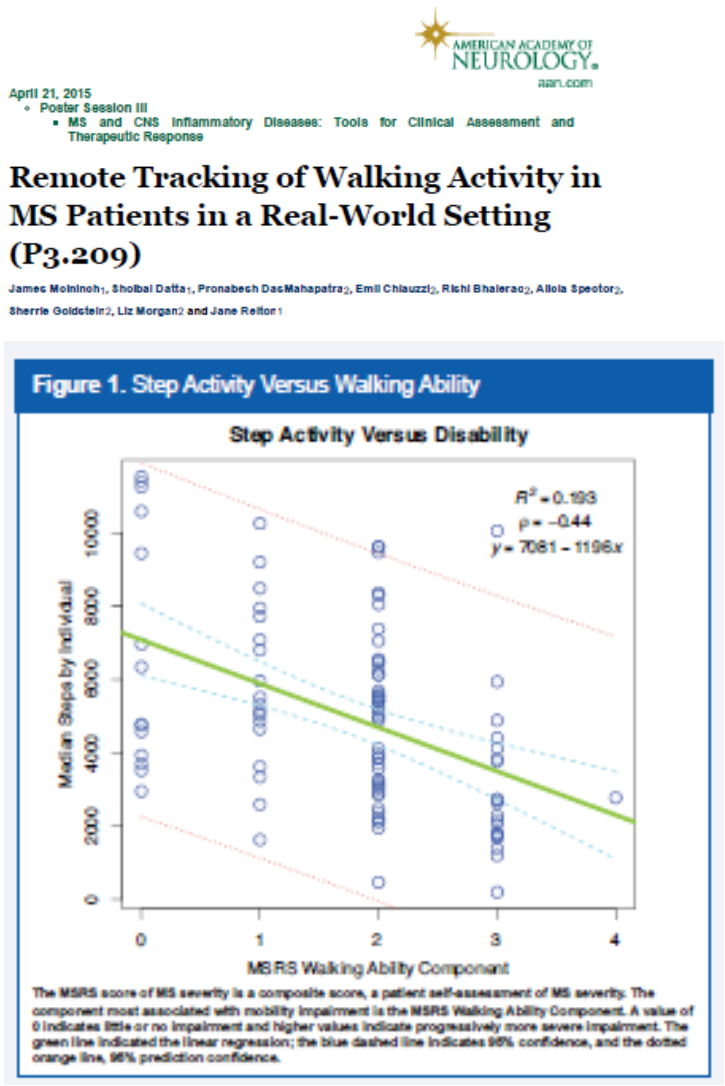
Wearable Research: Daily Tracking in MS



AMERICAN ACADEMY OF NEUROLOGY
aan.com

April 21, 2015
- Poster Session III
  - MS and CNS Inflammatory Diseases: Tools for Clinical Assessment and Therapeutic Response

Remote Tracking of Walking Activity in MS Patients in a Real-World Setting (P3.209)

James Molnineh[1], Shoibal Datta[1], Pronabesh DasMahapatra[2], Emil Chiauzzi[2], Rishi Bhalerao[2], Alicia Spector[2], Sherrie Goldstein[2], Liz Morgan[2] and Jane Reiton[1]

Figure 1. Step Activity Versus Walking Ability

The MSRS score of MS severity is a composite score, a patient self-assessment of MS severity. The component most associated with mobility impairment is the MSRS Walking Ability Component. A value of 0 indicates little or no impairment and higher values indicate progressively more severe impairment. The green line indicated the linear regression; the blue dashed line indicates 95% confidence, and the dotted orange line, 95% prediction confidence.

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Goal: understand **utility of consumer activity tracking** device in MS

Feasibility: if we give patients a device, will they use & share data?

248 members of the PLM MS community recruited **within 24 hours**

82% enabled data sharing; mean adherence was 86% (18.2 of 21 days)

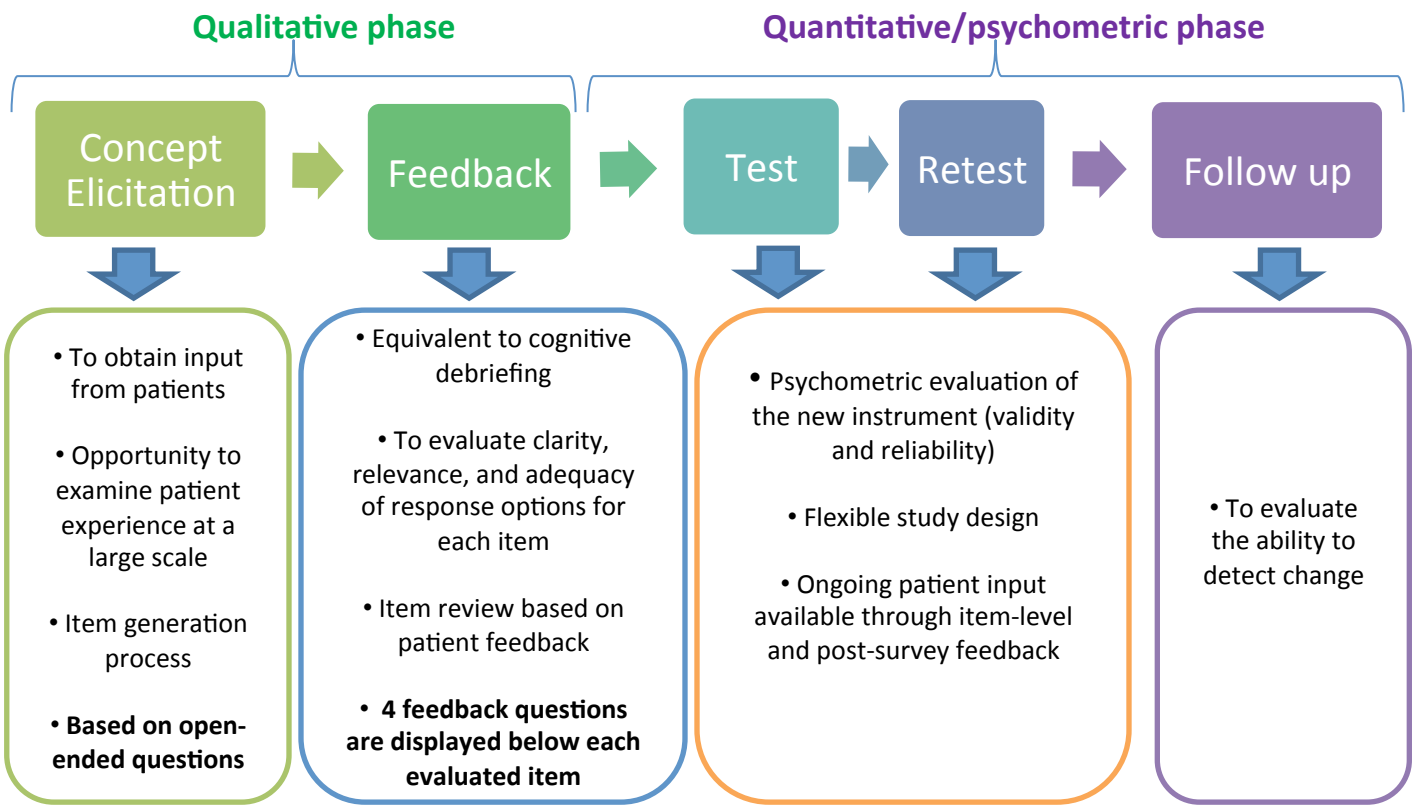
Fitbit One™ device shipped to participants with use instructions

Real-time device measures captured on patient profile through API calls

Data analyses were done by **linking member profile, device data and surveys** at baseline and follow-up

Subjective patient-reported data linked to objective device measures

Open Research Exchange (RWJF)



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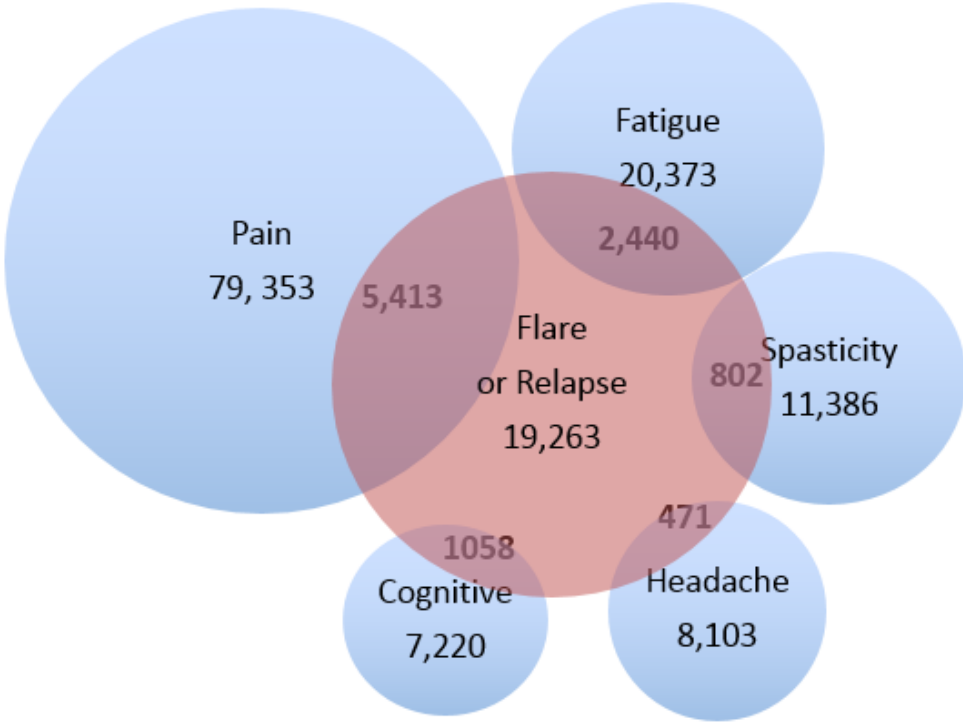
Free Text Analysis

Database case study: MS symptom analyses

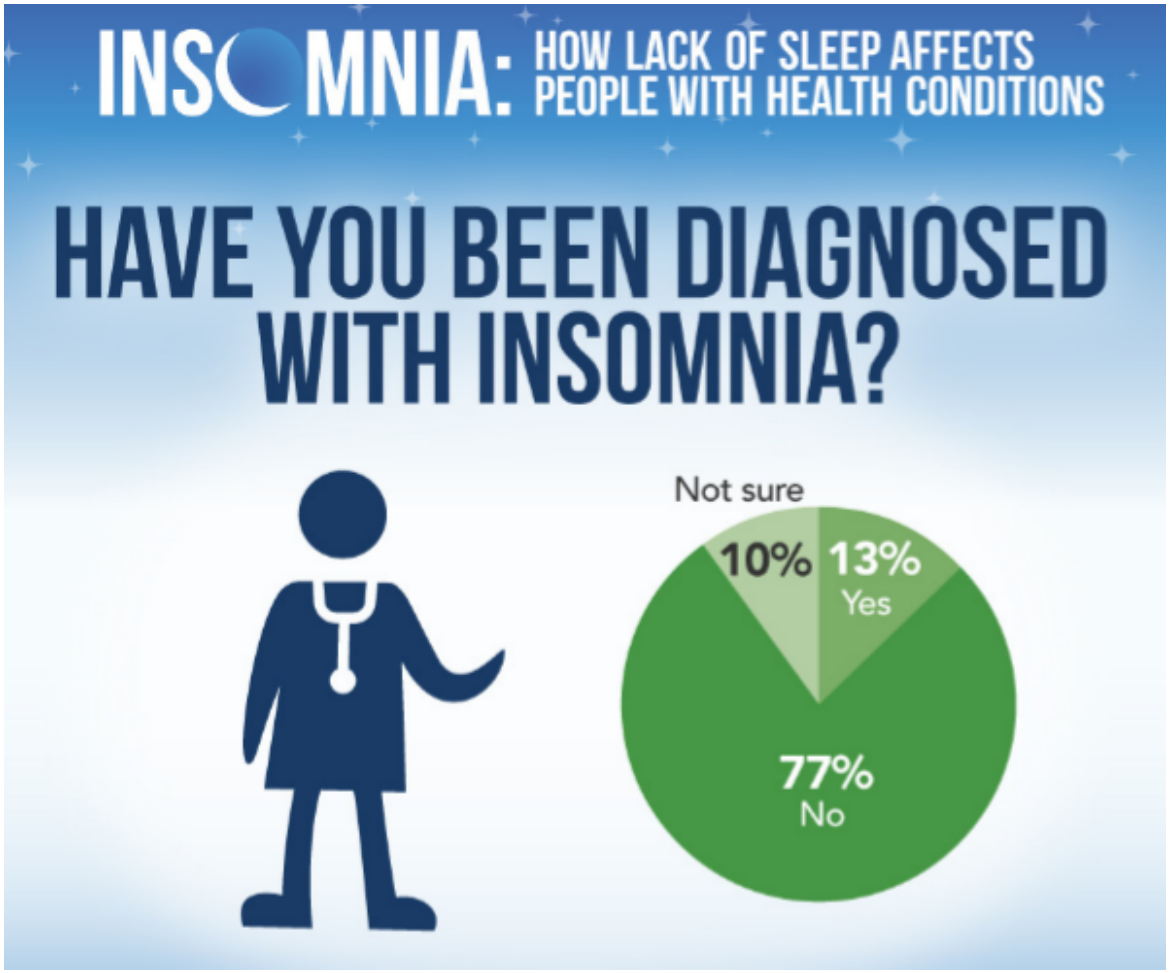
% mentioned with flare	
Cognitive	15%
Fatigue	11%
Concentration	11%
Spasticity	9%
Insomnia	8%
Pain	7%
Memory	7%
Headache	6%
Brain fog	6%
Attention	5%



When patients talk about relapse and flare, 28% of their discussions also broach the topic of pain, compared to 4% of conversations with also include spasticity.

Note: diagram not to scale. Non-overlap between blue circles is not indicative of no overlapping mentions.
Source: PatientsLikeMe forum data: posts, bios, event comments, and story events.

Givebacks



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PLM Publications

Full bibliography with links to articles:
https://www.patientslikeme.com/research/publications

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echiauzzi@patientslikeme.com

Appendix

PatientsLikeMe Values

Privacy Policy

No guarantees on privacy

Shared and restricted data

Transparency about the use of data

Members may choose to opt out

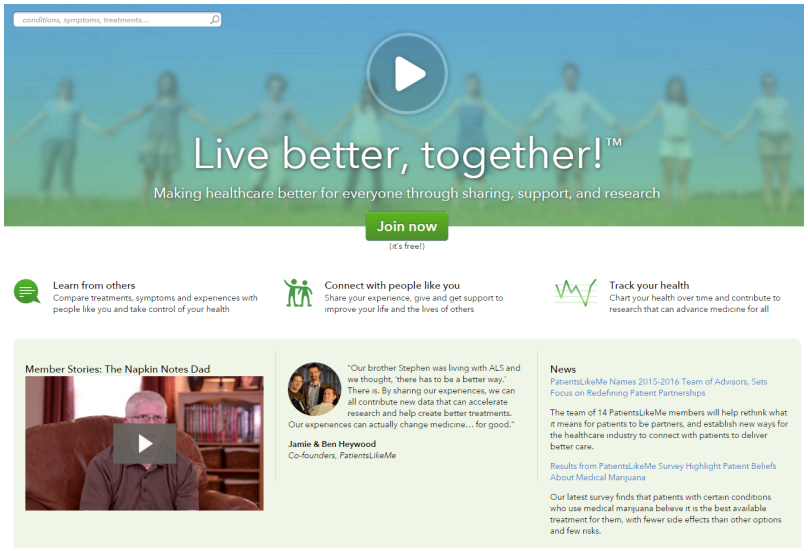
Certain studies may require IRB/informed consent

Data sharing agreements

Qualitative data challenges

Seek permission to use member profiles in published material

Consenting and Sharing Information



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