

# POST-MARKET SURVEILLANCE: HOW FDA REGULATES YOUR MEDICAL PRODUCT AFTER LAUNCH

WHAT YOU NEED TO DO TO COMPLY WITH AGENCY RULES, AVOID LIABILITY,  
AND IMPLEMENT BEST PRACTICES

JUNE 28, 2019

## Surveillance Using Sentinel and iMEDS Program

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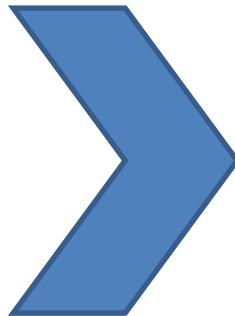
# Postmarketing Surveillance Using Sentinel and IMEDS

Karen C. Corallo

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June 28, 2019

Insurance claims  
Billing information  
Hospital records  
Outpatient records  
Disease registries  
Wearables  
CMS Data  
???





# What is Sentinel?

- FDA's post-market active surveillance system launched in 2008
- Provides privacy-protected real world evidence on use of medical products
- Electronic healthcare and claims data from 17 data partnerships
- Captures billions of encounters with healthcare system
- 300,000,000 unique patients' records
  - Administrative
  - Clinical
  - Registries
- >425 million person-years of observation time
- Based on distributed data network and common data model

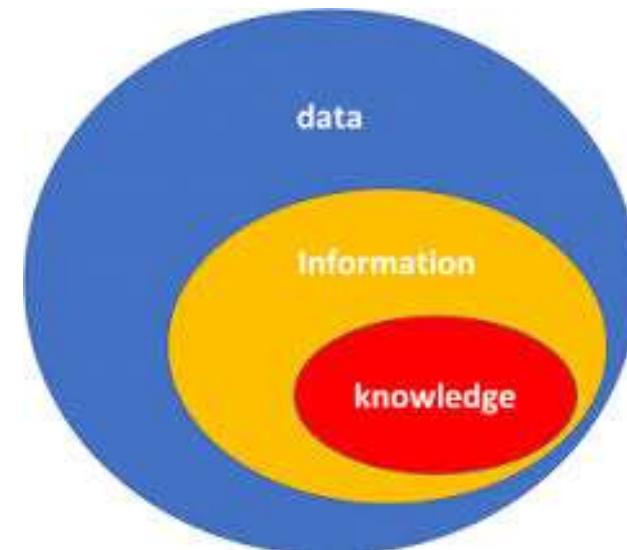
# Legislatively Mandated

“...create a robust system to identify adverse events and potential drug safety signals”

*Federal Food, Drug, and Cosmetic Act*  
Sec. 505(k)(3)(C)(i)(3)(cc)  
(21 U.S.C. 355(k)(3)(C)(i)(III)(cc))

# Why is Sentinel important?

- Generates real world evidence from billions of healthcare records to support regulatory actions related to medical product safety
- Evidence helps inform healthcare provider decision- making for patients



# What kinds of question can Sentinel answer?

## Example 1

- How many patients take the same drug?
- How many patients are having side effects?
- How many are male and female?
- Are side effects more common after taking one drug than after another drug that treats the same problem?



## Example 2

- Number of tablets of X dispensed to outpatients in 2017?
- Patients who filled a prescription for X who also filled a prescription for Y?
- Risk of a problem among patients dispensed both drug X and drug Y compared to patients dispenses drug X and drug Z?

## What does FDA do with Sentinel information?

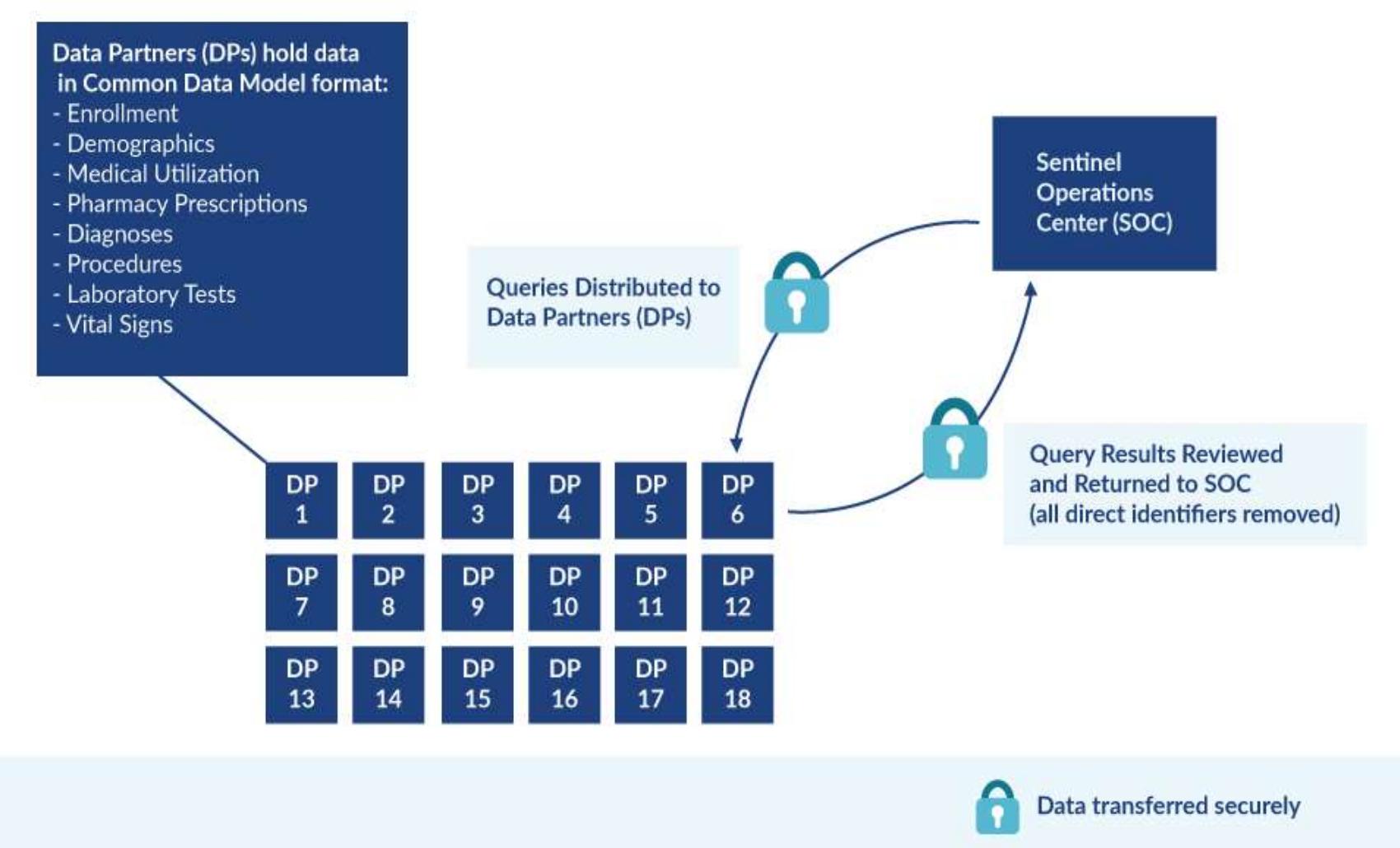
- FDA queries are submitted to participating organizations
- Those organizations summarize and aggregate the responsive data
- Aggregated data submitted to FDA for safety evaluation
- FDA can do the following:
  - Determine that outcome not product related
  - Revise label
  - Restricted use
  - Media Alerts/MedWatch
  - Removal of drug or vaccine

# What organizations participate in Sentinel?

Aetna*	Kaiser Permanente Center for Effectiveness and Safety Research
America's Health Insurance Plans	Optum*
Blue Cross Blue Shield of Massachusetts*	Rutgers University
Brigham and Women's Hospital	University of Alabama at Birmingham
Duke University School of Medicine*	University of Florida
Harvard T.H. Chan School of Public Health	University of Illinois at Chicago
HealthCore, Inc.*	University of Iowa
Health Care Systems Research Network	University of North Carolina
Harvard Pilgrim Health Care System*	University of Pennsylvania School of Medicine
HealthPartners Institute*	Vanderbilt University School of Medicine*
Henry Ford Health System	Weill Cornell Medicine, Healthcare Policy & Research
Marshfield Clinic Research Institute*	
HCA Healthcare*	
Humana, Inc.*	
IBM	
IQVIA	

\*Indicates Data Partners

# What is a distributed database?



# What is a Common Data Model?

Administrative Data						Clinical Data	
Enrollment	Demographic	Dispensing	Encounter	Diagnosis	Procedure	Lab Result	Vital Signs
Patient ID	Patient ID	Patient ID	Patient ID	Patient ID	Patient ID	Patient ID	Patient ID
Enrollment Start & End Dates	Birth Date	Dispensing Date	Service Date(s)	Service Date(s)	Service Date(s)	Result & Specimen Collection Dates	Measurement Date & Time
Drug Coverage	Sex	National Drug Code (NDC)	Encounter ID	Encounter ID	Encounter ID	Test Type, Immediacy & Location	Height & Weight
Medical Coverage	Zip Code	(NDC)	Encounter Type and Provider	Encounter Type and Provider	Encounter Type and Provider	Logical Observation Identifiers Names and Codes (LOINC®)	Diastolic & Systolic BP
Medical Record Availability	Etc.	Days Supply	Facility	Diagnosis Code & Type	Procedure Code & Type	Tobacco Use & Type	Etc.
		Amount Dispensed	Etc.	Principal Discharge Diagnosis	Etc.	Etc.	Etc.

Registry Data			Inpatient Data		Mother-Infant Linkage Data	
Death	Cause of Death	State Vaccine	Inpatient Pharmacy	Inpatient Transfusion	Mother-Infant Linkage	
Patient ID	Patient ID	Patient ID	Patient ID	Patient ID	Mother ID	
Death Date	Cause of Death	Vaccination Date	Administration Date & Time	Administration Start & End Date & Time	Mother Birth Date	
Source	Source	Admission Date	Encounter ID	Encounter ID	Encounter ID & Type	
Confidence	Confidence	Vaccine Code & Type	National Drug Code (NDC)	Transfusion Administration ID	Admission & Discharge Date	
Etc.	Etc.	Provider	Route	Transfusion Product Code	Child ID	
		Etc.	Dose	Blood Type	Child Birth Date	
			Etc.	Etc.	Mother-Infant Match Method	
					Etc.	

# Sentinel In Action\*

- Used to evaluate an infant vaccine to prevent diarrhea after reports of side effects
- Info collected on ~500,000 vaccinated infants
- FDA concluded febrile seizures did occur but only in 2/100,000 babies but benefit outweighed risk
- FDA alerted clinicians and parents about the possible adverse effect



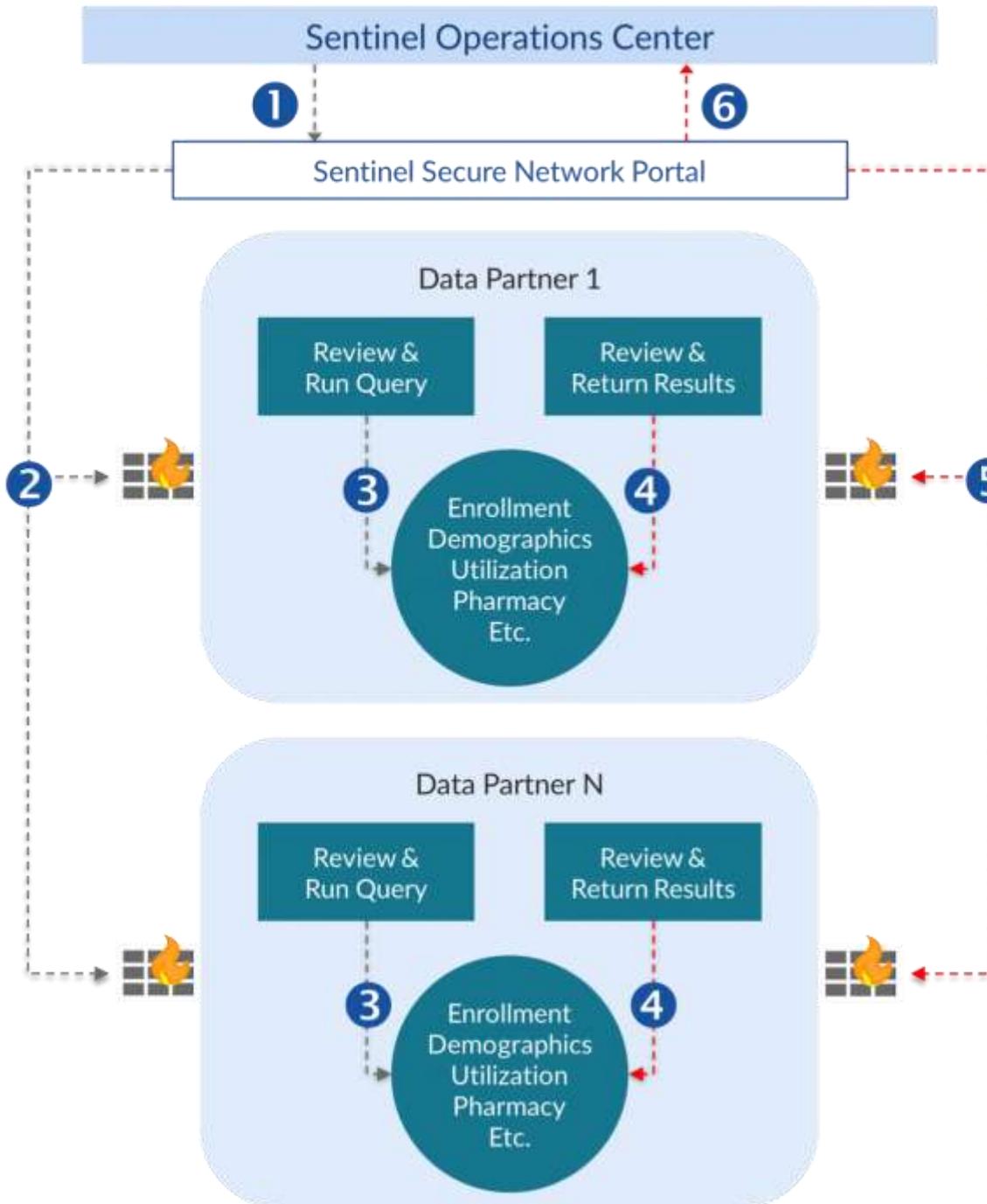
\*Part of CBER's PRISM program  
**(Postlicensure Rapid Immunization Safety Monitoring)**

# How else does FDA use Sentinel?

- To study 9 potential safety issues associated with 5 products, eliminating need for postmarketing studies
- To understand use patterns of opioids and other products
- Whether products are used for approved indications
- How products are used during pregnancy
- To quantify the rate of medication errors
- To conduct pragmatic clinical trials embedded in real-world delivery systems

# What about patient privacy?

- Data partners maintain physical and operational control over their own data (thanks to distributed data network)
- All data stay within their firewalls
- All personally identifiable information is removed
- Responsive data is aggregated or summarized
- Only minimum amount of data is used to respond to inquiries



- ① FDA data request sent to Data Partners via FISMA-compliant secure network portal
- ② Data Partners retrieve query
- ③ Data Partners review and run query against their local data behind their firewalls
- ④ Data Partners review results for accuracy and privacy compliance
- ⑤ ⑥ Data Partners return results, stripped of direct identifiers, to SOC via secure portal

# But, what about HIPAA?

- HIPAA Privacy Rule permits covered entities to use and disclose PHI to public health authorities (FDA) without patient consent
- Collaborating Organizations are also public health authorities - acting under contract with and under FDA's authority
- Each Data Partner must assess and maintain compliance with relevant state privacy laws and regulations

# What is IMEDS?

- Innovation in **M**edical **E**vidence and **D**evelopment (IMEDS) program
- Sentinel privacy-protected healthcare data made available to public and private entities for medical product research
- Examples
  - Identify rare adverse events in small populations
  - Comparative studies to assess risk
  - Analyses of off label uses, appropriate use, medication errors
  - Health outcomes from generic vs. branded drug use
- Governed by Reagan-Udall Foundation for the FDA

# Why Choose IMEDS?

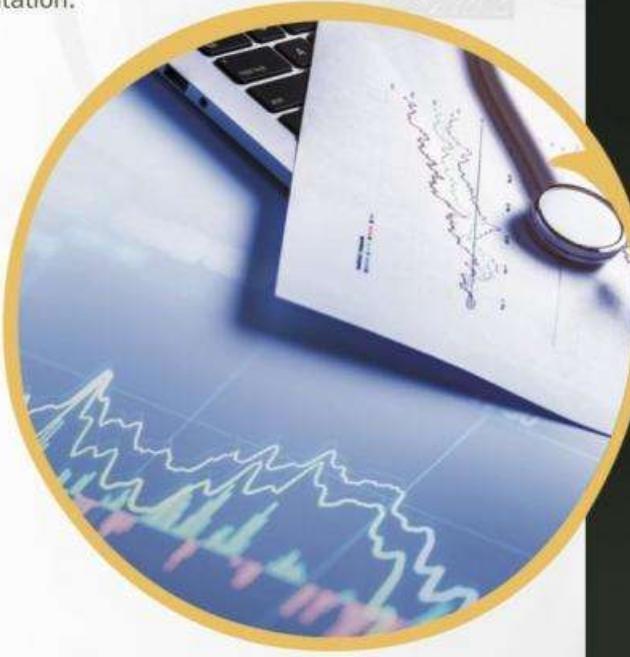


## Efficient, Collaborative Approach

With IMEDS, industry scientists are essential study team members—from protocol development through implementation.

## A Single Entry Point

Companies have many pathways to respond to safety signals or conduct post-market research. But IMEDS accesses the claims data of millions of covered lives. This population size means previously unanswered questions can be independently evaluated.



## Potential Beyond Post-Market Safety

IMEDS queries can:

- Fulfill regulatory obligations (PMRs, REMs)
- Characterize hard-to-reach populations (e.g. rare conditions, mother-child linkages)
- Compare outcomes across patient groups using different drugs
- Assess drug utilization or effectiveness

# What's next?

- Using real world evidence in regulatory decision-making
- Machine learning, natural language, AI
- Effectiveness studies
- Quality improvement for delivery systems and payor organizations
- Signal detection vs. safety surveillance
- To fulfill regulatory obligations
- Customized epidemiological studies
- Drug development (utilization studies, combination therapies, additional indications)
- Combining vast scientific expertise of all public and private partners to learn from vast stores of data



## For More Information

<https://www.sentinelinitiative.org>

<http://reaganudall.org/innovation-medical-evidence-development-and-surveillance>

thank you