INTRODUCTION

- The Physician Payment Sunshine Act (PPSA), a section of the Affordable Care Act, provides a new reporting structure that requires applicable US manufacturers of drugs, medical devices, and biological products to track and report any payments or “transfers of value” (TOV) made to physicians in a calendar year.

- The first detailed physician reports, which are scheduled to be reported to the Centers for Medicare and Medicaid Services (CMS) in May 2014, will reflect all direct payments and transfers of value from manufacturers to individual physicians between August 1, 2013, and December 31, 2013.

- Although, CMS’ definition of TOV remains unclear, leaving manufacturers to interpret what should and should not be reported aside from direct payments.

- To better understand current thought on the PPSA and TOV, we conducted a survey that assessed author awareness of the PPSA, communications they have received on TOV, and the potential impact on authors’ future participation in publications.

METHODS

Study Design and Population

- Authors who received writing or editorial support from a single medical communications company (Synchrony Medical Communications, LLC, West Chester, PA) were identified as candidates for the survey.
- Authors were limited to those who were engaged with the company from 2009–2013.
- A total of 156 authors received a link to the survey via email.

- No compensation was provided to the respondents for their participation.

RESULTS

Disposition of Respondents

- Of the 156 authors selected to participate in the survey, 26 individuals (17%) responded.

- The most common specialities of responding authors were pain medicine (35%), primary care (19%), and psychiatric disorders (15%).

Table. Disposition of Respondents

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Respondents (N=26)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highest credential</td>
<td>Ph.D. (30.7)</td>
</tr>
<tr>
<td>Doctor of medicine (MD)</td>
<td>34.6</td>
</tr>
<tr>
<td>Doctor of pharmacy (PharmD)</td>
<td>33.1</td>
</tr>
<tr>
<td>Doctor of osteopathic medicine (DO)</td>
<td>2.9</td>
</tr>
<tr>
<td>Practice specialty</td>
<td>Pain medicine (9.0)</td>
</tr>
<tr>
<td>General medicine</td>
<td>1.7</td>
</tr>
<tr>
<td>Psychiatric disorders</td>
<td>4.3</td>
</tr>
<tr>
<td>Infectious diseases</td>
<td>2.9</td>
</tr>
<tr>
<td>Gastrointestinal disorders</td>
<td>1.6</td>
</tr>
<tr>
<td>Medical oncology</td>
<td>1.6</td>
</tr>
<tr>
<td>Neurological disorders</td>
<td>1.6</td>
</tr>
<tr>
<td>General internal medicine</td>
<td>1.6</td>
</tr>
<tr>
<td>Urgent care</td>
<td>1.6</td>
</tr>
<tr>
<td>Transplant</td>
<td>1.6</td>
</tr>
</tbody>
</table>

Sources for Communications Related to the PPSA

- 75% of respondents obtained information about the PPSA from reports by the national media.

CONCLUSIONS

- The PPSA requires full transparency regarding industry–physician financial relationships. However, communication about authors to direct payments and transfers of value (TOV) concerning publications can vary significantly among companies. A survey was conducted to assess author awareness of the PPSA, the communications they have received on manufacturers’ policies, and the potential impact on authors’ future participation in publications.

DISCUSSIONS

ACKNOWLEDGMENTS

Dr. Boyle and Mrs. Hedge are employees of Synchrony Medical Communications, LLC, West Chester, PA, USA. Editorial support for the development of this poster was provided by Synchrony Medical Communications, LLC. The survey, abstract, and poster were developed by the authors and will only be made available to each author and his/her affiliated company.

REFERENCES


Poster #23

Author Perceptions: Impact of the Physician Payment Sunshine Act (PPSA) on Publications

Shawn J Boyle, PharmD, CMPP, and Colleen Hedge, ELS
Synchrony Medical Communications, LLC, West Chester, PA, USA

ABSTRACT

- Objective: The PPSA requires full transparency regarding industry–physician financial relationships. However, communication about authors to direct payments and transfers of value (TOV) concerning publications can vary significantly among companies. A survey was conducted to assess author awareness of the PPSA, the communications they have received on manufacturers’ policies, and the potential impact on authors’ future participation in publications.

- Design and Methods: An 8-question online survey distributed to 156 authors who received writing support from a single medicine communications company from 2009–2013. Responses were solicited over a 2-week period in December 2013.

- Results: Twenty-six individuals (17%) responded to the survey. Leading author specialities included pain medicine, primary care, and psychiatry. While all respondents reported being aware of the PPSA, 66% said that none of the manufacturers they work with had shared their policies. The majority of respondents (63%) stated that none of the manufacturers they work with had shared their policies. Twenty-six individuals (17%) reported that manufacturers have shared their specific approach to reporting medical writing and editorial support. One-third of respondents said that their participation as manuscript authors has changed or will change.

- Conclusions: In this sample, all of the respondents were aware of the PPSA. Yet, many of the specifics concerning PPSA reporting and TOV had not been readily communicated to authors. Additionally, the PPSA has had some immediate impact on author participation in publications.

DISCUSSIONS

- Authors were limited to those who were engaged with the company from 2009–2013.

- The most common specialities of responding authors were pain medicine (35%), primary care (19%), and psychiatric disorders (15%).

- A total of 156 authors received a link to the survey via email.

- No compensation was provided to the respondents for their participation.

- Responses, collected by the SurveyMonkey program, were anonymous and confidential.