



# LESS IS MORE

James McCormack  
BSc (Pharm), PharmD  
Professor  
Faculty of Pharmaceutical Sciences  
University of British Columbia  
Vancouver, BC, Canada

# MORE OR LESS

[therapeuticseducation.org](http://therapeuticseducation.org)  
[medicationmythbusters.com](http://medicationmythbusters.com)

TO GET A HANDOUT GO HERE  
<http://therapeuticseducation.org/handouts>

**We all need to do a better job  
when it comes to medications**

# MY BELIEF



All Health Care Providers should have their practice underpinned by the best available evidence

Evidence-Based Practice (EBP)



Best  
Available  
Evidence

Nothing in  
there  
about  
guidelines

## EVIDENCE-BASED PRACTICE

### WHAT IT ISN'T

**IT'S NOT ABOUT GUIDELINES**  
 140/90  
 $< 6.5\%$   
 $< 2.0$   
 GUIDELINES RARELY CONSIDER PATIENT PREFERENCES

**IT'S NOT CHECKBOX MEDICINE**  
 PEOPLE DON'T FIT INTO BOXES

**IT'S NOT SOMETHING "NEW"**  
 DOING THE RIGHT THING IS NOT A NEW IDEA

**IT'S NOT ABOUT SAVING MONEY**  
 RATIONING IS NOT THE MOTIVE

### WHAT IT IS

**IT'S A WAY OF THINKING**

**BEST AVAILABLE EVIDENCE**  
 USED IN A HIERARCHICAL WAY TO ANSWER CLINICAL QUESTIONS

Patient  
 Intervention  
 Comparator  
 Outcome

**USING CLINICAL EXPERTISE**  
 Diagnostician  
 Knowledge Broker  
 Communicator  
 Being Kind & Careful

**INFORMING PATIENTS**  
 ELICITING  
 INTEGRATING PREFERENCES

**Evidence-based practice IS**  
**SIMPLY DOING THE RIGHT THING**

## IT'S NOT ABOUT GUIDELINES

**140/90**  
 $< 6.5\%$   
 $< 2.0$

GUIDELINES RARELY CONSIDER **PATIENT PREFERENCES**

## IT'S NOT CHECKBOX MEDICINE

**PEOPLE DON'T FIT INTO BOXES**

## IT'S NOT SOMETHING "NEW"

**DOING THE RIGHT THING IS NOT A NEW IDEA**

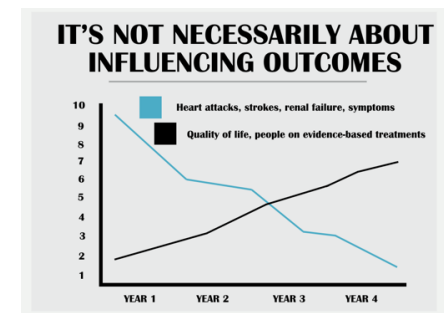
## IT'S NOT ABOUT SAVING MONEY

**RATIONING IS NOT THE MOTIVE**

## IT'S NOT ABOUT RCTs

**RCTs ARE USEFUL BUT THEY ONLY HELP INFORM DECISIONS**

$p < 0.05 \neq \text{GOOD}$   $p > 0.05 \neq \text{BAD}$



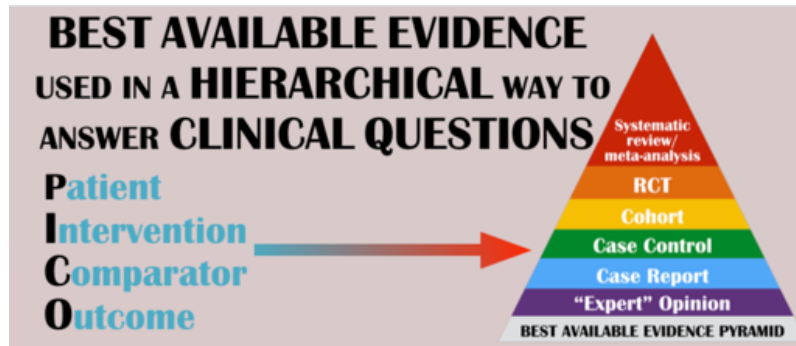
## IT'S NOT ABOUT IGNORING BASIC SCIENCE

**WE NEED TO UNDERSTAND HOW IT WORKS**

## IT'S NOT ABOUT ZERO COMPETING INTERESTS

**RESEARCH COSTS MONEY SOMEBODY HAS TO PAY FOR IT**

**WE NEED TO UNDERSTAND BIAS IS EVERYWHERE**



**USING CLINICAL EXPERTISE**

**Diagnostician**  
**Knowledge Broker**  
**Communicator**  
**Being Kind & Careful**

**INFORMING PATIENTS**  
**&**  
**ELICITING**  
**&**  
**INTEGRATING PREFERENCES**



## WHAT IT IS



IT'S A WAY OF THINKING



**EVIDENCE-BASED PRACTICE**

# What is a Clinical Practice Guideline (CPG)?

The Institute of Medicine definition:

"...statements that include recommendations, intended to optimize patient care, that are informed by a systematic review of evidence and an assessment of the benefits and harms of alternative care options"



# **Clinical Practice Guidelines in Practice and Education**

*Alfred O. Berg, MD, MPH, David Atkins, MD, MPH, William Tierney, MD*

## 1997 - THE REASONS FOR INTEREST IN QUALITY CLINICAL PRACTICE GUIDELINES

“medical history is littered with clinical practice guidelines  
that have been fatally incorrect”

“the physician's ability to keep up with the medical literature  
erodes with each year's burden”

“costly and unexplained variability in medical practice”

“growing demand from patients for greater participation in  
medical decisions”



# The Number of Guidelines

Diseases/conditions - 2,983

Treatments/interventions - 7,364

~10,000 guidelines ~10 pages each?

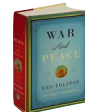
~100,000 pages

500 pages ~ 2 inches

400 inches ~ 33 feet ~ 10 meters

Highest pole vaulter ~ 20 feet ~ 6 meters

War and Peace is ~1500 pages ~ 70 copies



## Wrong guidelines: why and how often they occur

**Primiano Iannone,<sup>1</sup> Nicola Montano,<sup>2</sup> Monica Minardi,<sup>3</sup>  
James Doyle,<sup>3</sup> Paolo Cavagnaro,<sup>4</sup> Antonino Cartabellotta<sup>5</sup>**

“Unfortunately, depending on how their reliability is measured, up to 50% of guidelines can be considered untrustworthy. This carries serious consequences for patients’ safety, resource use and health economics burden.”

EBM 2017;22:1-3

## Wrong guidelines: why and how often they occur

**Primiano Iannone,<sup>1</sup> Nicola Montano,<sup>2</sup> Monica Minardi,<sup>3</sup>  
James Doyle,<sup>3</sup> Paolo Cavagnaro,<sup>4</sup> Antonino Cartabellotta<sup>5</sup>**

“guideline reliability is largely over-stated, and guidelines still suffer methodological flaws, limited panel composition and conflicts of interests, making their conclusions often untrustworthy. Even when evidence-based methodology is claimed, it is often not fully adopted and the ‘evidence-based quality mark’ gets misappropriated by vested interests”

EBM 2017;22:1-3

## Wrong guidelines: why and how often they occur

**Primiano Iannone,<sup>1</sup> Nicola Montano,<sup>2</sup> Monica Minardi,<sup>3</sup>  
James Doyle,<sup>3</sup> Paolo Cavagnaro,<sup>4</sup> Antonino Cartabellotta<sup>5</sup>**

“Furthermore, no official, publicly accountable, reliable, independent and unconflicted rating agency of published guidelines exists.”

# Spectrum of Decisions

Immediate life-threatening issues or very  
“technical” work - surgery, dispensing etc - YES  
**Guidelines, even policies, are likely very useful**

Symptom treatment - SORT OF  
**Each person is an experiment - need to know  
just what has the potential to work and the  
safety**

Risk factor interventions - NO  
**At least not what CPGs are now**

# Guidelines would be awesome if they...

Were developed primarily by, and definitely for, the people that ultimately end up using them

Were a credible synopsis of the best available evidence presented in a way that clinicians could easily access and interpret

Allowed patient values and preferences to be taken into account

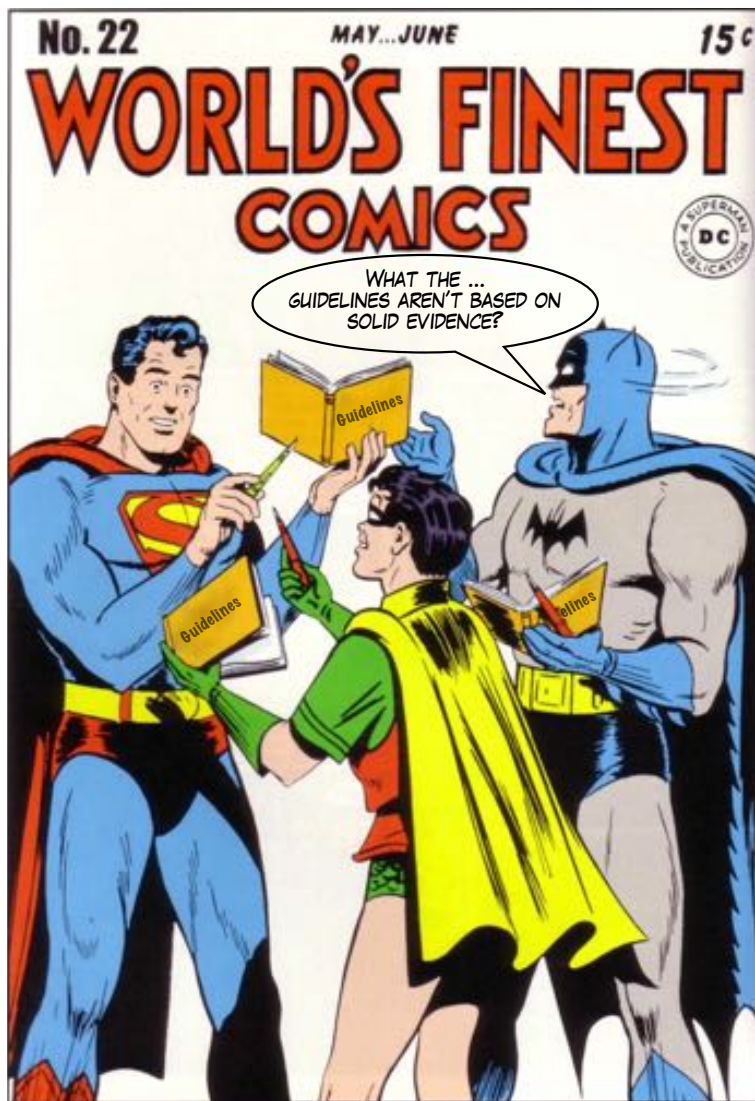


# Combine Evidence with Common Sense



## **Common Sense**

“So rare  
that it’s a  
superpower”



How  
evidence-based  
are CPGs?

# Typically “evidence-based” guideline recommendations are not based on “solid” evidence

**JAMA**

Online article and related content  
current as of March 17, 2009.

## Scientific Evidence Underlying the ACC/AHA Clinical Practice Guidelines

Pierluigi Tricoci; Joseph M. Allen; Judith M. Kramer; et al.  
JAMA. 2009;301(8):831-841 (doi:10.1001/jama.2009.205)

## Analysis of Overall Level of Evidence Behind Infectious Diseases Society of America Practice Guidelines

Dong Hsin Lee, MD; Ole Videnflier, MD Arch Intern Med. 2011;171(1):18-22

Clinical Endocrinology (2013) 78, 183–190

doi:10.1111/j.1365-2265.2012.04441.x

## METHODOLOGICAL ASSESSMENT IN ENDOCRINOLOGY

A comparative quality assessment of evidence-based clinical guidelines in endocrinology

EVIDENCE LEVEL	Cardiology	Infectious disease	Endocrinology
1 or A based on RCTs	11%	14%	6%
3 or C based on opinion	48%	55%	35%



## The quality of clinical practice guidelines over the last two decades: a systematic review of guideline appraisal studies

**Table 2** Appraisal of Guidelines, Research and Evaluation domain scores of guidelines over time (total sample=608)

	1988–1992 (n=9)	1993–1997 (n=102)	1998–2002 (n=291)	2003–2007 (n=206)	p Value for trend
Domain scores	<b>Top Score = 100%</b>				
Scope and purpose	44	61	60	71	<0.001
Stakeholder involvement	18	38	33	37	0.01
Rigour of development	14	41	43	44	0.003
Clarity and presentation	32	56	55	68	<0.001
Applicability	10	30	18	23	<0.001
Editorial independence	17	30	28	33	0.26

Engaging the right people, quality of evidence appraisal, providing useful tools, and competing interests have not improved in 14 years (1993-2007)

# Recent examples of Guideline **Quality/Rigour**

AGREE II (Appraisal of Guidelines for Research and Evaluation)

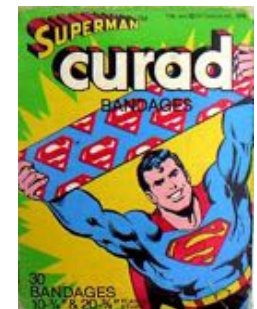
is the instrument typically used - **207 guidelines**

- avg 55% - neuropathic pain - 16 CPGs - range 27%-88% - BMC Anesthesiology 2016;16:12
- avg 30% - hypertension - 11 CPGS - range 8%-86% - PLoS ONE 2013 8(1): e53744
- avg 32% - asthma - 18 CPGs - range 8%-64% - Chest 2013 144: 390-7
- avg 48% - diabetes - 24 CPGs - range 0%-81% - PLoS ONE 2013 8(4): e58625
- avg 20% - vancomycin - 12 CPGs - range 4%-73% - PLoS ONE 2013 9(6): e99044
- avg 18% - hypertension (China) - 17 CPGs - range 1-36% - BMJ Open 2015;5:e008099
- avg 8% - respiratory (China) - 109 CPGs - range 0%-27%- Chest 2015;148:759-766





Who writes/  
sponsors  
guidelines?



## Contributors to primary care guidelines

*What are their professions and how many of them have conflicts of interest?*

G. Michael Allan MD CCFP Roni Kraut Aven Crawshaw Christina Korownyk MD CCFP  
Ben Vandermeer MSc Michael R. Kolber MD CCFP MSc

176 PRIMARY CARE guidelines in the CMA database

### **CONTRIBUTORS**

54% non-family physician specialists

17% family physicians - 8% if industry sponsored

11% other clinicians

8% non-clinician scientists

6% nurses

3% pharmacists

69% of guidelines didn't report conflicts of interest



# Guideline sponsorship

2009 - 2,300 guidelines in the National Guideline Clearinghouse

Guideline development

- 41% - medical speciality societies
- 22% - government agencies/nonprofit
- 17% - professional associations
- 9% - disease specific societies
- 4% - independent expert panels

at least 2/3 are  
being developed  
by groups with  
a clear potential for  
important biases

## **Prevalence of financial conflicts of interest among panel members producing clinical practice guidelines in Canada and United States: cross sectional study**

~50-80% of panel members on guidelines have financial COIs

BMJ 2011;343:d5621 doi: 10.1136/bmj.d5621

---

### **EVIDENCE BASED MEDICINE**

## **Why we can't trust clinical guidelines**

BMJ;2013:346

Despite repeated calls to prohibit or limit conflicts of interests among authors and sponsors of clinical guidelines, the problem persists. **Jeanne Lenzer** investigates



How well do  
guidelines address  
patient values and  
preference?

# Adding "value" to clinical practice guidelines

James P. McCormack PharmD Peter Loewen PharmD

5 Canadian Guidelines for  
blood pressure, cholesterol, glucose, and bone density

**197 PAGES - 90,000 WORDS**

**99**(0.1%) words - relevant to  
patients' values and preferences

Can Fam Physician 2007;53:1326-27

Management of Hyperglycemia in  
Type 2 Diabetes, 2015: A Patient-  
Centered Approach

Update to a Position Statement of the  
American Diabetes Association and the  
European Association for the Study of  
Diabetes

*Diabetes Care* 2015;38:140–149 | DOI: 10.2337/dc14-2441

Diabetes Care<sup>®</sup>  
THE JOURNAL OF CLINICAL AND APPLIED RESEARCH AND EDUCATION

January 2015 Volume 38, Supplement 1

Standards of Medical Care in Diabetes—2015

Diabetes Care January 2015

# 113 PAGES

Looked for info on

Risk estimation (magnitude)

Impact of treatment on risk

Potential harms (magnitude)

“The information presented in these documents is glucose-centric and not organized or presented in a way that could be construed as supporting shared decision making”

# Their response

“would like to thank McCormack et al for their thoughtful letter regarding the American Diabetes Association’s Standards of Medical Care in Diabetes”

“agrees that shared decision making is a valuable aspect of diabetes care ... that process would be incredibly labor intensive and would make the Standards long and unwieldy”

“Clinical guidelines are the foundation for evidence-based medicine”

**Guidelines**  
**Hypertension Canada's 2016 Canadian Hypertension**  
**Education Program Guidelines for Blood Pressure**  
**Measurement, Diagnosis, Assessment of Risk, Prevention,**  
**and Treatment of Hypertension**

~11,800 words - 20 pages

**Total mention of values and preferences - 0.19% of the words**

“Practitioners are advised to consider patient preferences, values, and clinical factors when determining how to best apply these recommendations at the bedside”

“In the absence of Canadian data to determine the accuracy of risk calculations, **avoid using absolute levels of risk** to support treatment decisions”



# **Hypertension Canada's 2017 Guidelines for Diagnosis, Risk Assessment, Prevention, and Treatment of Hypertension in Adults**

~8,300 words - 20 pages

The following were unfortunately not mentioned anywhere in the guidelines

**the magnitude of the risk associated with hypertension in either absolute or relative terms**  
**the magnitude of the potential benefit of treatment in either absolute or relative terms or NNT**  
**a list of any side effects of the medications and no mention of the magnitude of side effects**

the costs associated with treating hypertension

the inconvenience of treating hypertension

starting with low doses and titrating up based on tolerability

the pill burden associated with treatment

the concern of labelling people with a condition such as hypertension

when to consider discontinuing or re-evaluating treatment or,

the promotion of shared-decision making

**Total mention of values and preferences - ~ 0.2% of the words**

“Practitioners are advised to consider patient preferences, values,

**Treatment of Low Bone Density or Osteoporosis to Prevent Fractures in Men and Women: A Clinical Practice Guideline Update from the American College of Physicians**

~8,700 words - 27 pages

**Benefits**

No numbers whatsoever for fracture risk or fracture benefit

Do present info in an appendix - new studies

**Harms**

2017

28 numeric mentions of side effects

6 absolute numbers

22 relative numbers

**One mention of patient preferences**

**Recommendation 6:** *ACP recommends that clinicians should make the decision whether to treat osteopenic women 65 years of age or older who are at a high risk for fracture based on a discussion of patient preferences, fracture risk profile, and benefits, harms, and costs of medications. (Grade: weak recommendation; low-quality evidence)*

## Treatment of Low Bone Density or Osteoporosis to Prevent Fractures in Men and Women: A Clinical Practice Guideline Update from the American College of Physicians

**Recommendations: Recommendation 1:** *ACP recommends that clinicians offer pharmacologic treatment with alendronate, risedronate, zoledronic acid, or denosumab to reduce the risk for hip and vertebral fractures in women who have known osteoporosis. (Grade: strong recommendation; high-quality evidence)*

“Evidence is insufficient to determine the comparative effectiveness of pharmacologic therapy or the superiority of one medication over another, within the same class or among classes, for prevention of fractures”

**2017**



**CLINICAL GUIDELINE**

**Treatment of Low Bone Density or Osteoporosis to Prevent Fractures in Men and Women: A Clinical Practice Guideline Update from the American College of Physicians**

“The data do not support monitoring BMD during the initial 5 years of treatment in patients receiving pharmacologic agents to treat osteoporosis.”



THE COURT  
ACTUALLY LIKES  
SHARED  
DECISION-MAKING

# Guidelines and the Law

# Guidelines and the Law

“As per the Canadian Medical Association Handbook on Clinical Practice Guidelines, guidelines should **NOT** be used as a legal resource in malpractice cases as “their more general nature renders them insensitive to the particular circumstances of the individual cases.”

**CJD**

Canadian Journal of Diabetes

A Publication of the Professional  
Sections of the Canadian Diabetes Association

Une publication des sections professionnelles  
de l'Association canadienne du diabète

CONTENTS: April 2013 • Volume 37 • Supplement 1

# Many courts (UK, US, CA)

“The reasonable-patient standard ... requires physicians and other health care practitioners to disclose all relevant information about the risks, benefits, and alternatives of a proposed treatment that an **OBJECTIVE PATIENT** would find material in making an intelligent decision as to whether to agree to the proposed procedure”

JAMA 2016;315:2063-4



# On ALL NICE guidelines

“Disclaimer: The recommendations in this guideline represent the view of NICE, arrived at after careful consideration of the evidence available. When exercising their judgement, professionals are expected to take this guideline fully into account, alongside the individual needs, preferences and values of their patients or service users. The recommendations in this guideline are not mandatory and the guideline does not override the responsibility of healthcare professionals to make decisions appropriate to the circumstances of the individual patient, in consultation with the patient and/or their carer or guardian.”

Guidelines should provide  
ballpark estimates  
of what happens if  
you DON'T treat/test/screen  
and if  
you DO treat/test/screen

Languages: English (EN)

## The Absolute CVD Risk/Benefit Calculator

**Framingham**  
**US Data, 10 Year Risk**  
Heart attacks + angina/chronic insufficiency + heart failure + strokes + intermittent claudication

**QRISK®2-2014**  
**UK Data, 10 Year Risk**  
Heart attacks + strokes

**ACC/AHA ASCVD**  
**US Data, 10 Year Risk**  
CHD death + nonfatal heart attacks + fatal/nonfatal strokes

**PREDICT**  
**New Zealand Data, 5 Year Risk**  
Heart attacks + angina + heart failure + strokes/TIAs + peripheral vascular disease

---

**Age**

50 years

**Gender**

Male ☐ Female ☒

**Smoker**

Yes ☐ No ☒  
CVD risk is reversed after 5-10 years of no smoking

**Diabetes**

Yes ☐ No ☒

**Systolic Blood Pressure**

120 mmHg

Enter present blood pressure regardless of treatment  
 120 mmHg is used for baseline risk

**On treatment for BP**

Yes ☐ No ☒  
Click YES if taking blood pressure medication  
 Only applies if SBP is greater than 120 mmHg

**Total Cholesterol**

3 mmol/L

Cholesterol should be prior to drug treatment  
 3 mmol/L is used for baseline risk.  
[Click to change to mg/dL.](#)

**HDL Cholesterol**

1.3 mmol/L

HDL should be prior to drug treatment  
 1.3 mmol/L is used for baseline risk.

**Chronic Kidney Disease**

CKD status is not part of the risk algorithm but is used for calculating the benefit of certain therapies

Yes ☐ No ☒

**Relative Benefit: 0%**

Benefit often has nothing to do with the effect on the surrogate marker. At present, you can only select one intervention at a time.

Physical Activity

Mediterranean Diet vs Low fat

Vitamin/Omega-3 supplements

BP meds (not atenolol/doxazosin)

Low-mod intensity statins

High intensity statins    Fibrates

Niacin    Ezetimibe    Metformin

Sulfonylureas    Insulins

Glitazones    GLPs    DPP-4s

Meglitinides    SGLT2

Smoking Cessation

ASA

[Benefit Estimate Details](#)

**Risk Time Period**

10 years

97.9%	No event
2.1%	Total with an event
0.0%	Number who benefit from treatment
NNT ∞	Number needed to treat
2.1%	Baseline events using baseline factors alone
0.0%	Additional events "caused" by risk factors

As with all risk calculators, calculated risk numbers are +/- 5% at best. [More information](#)

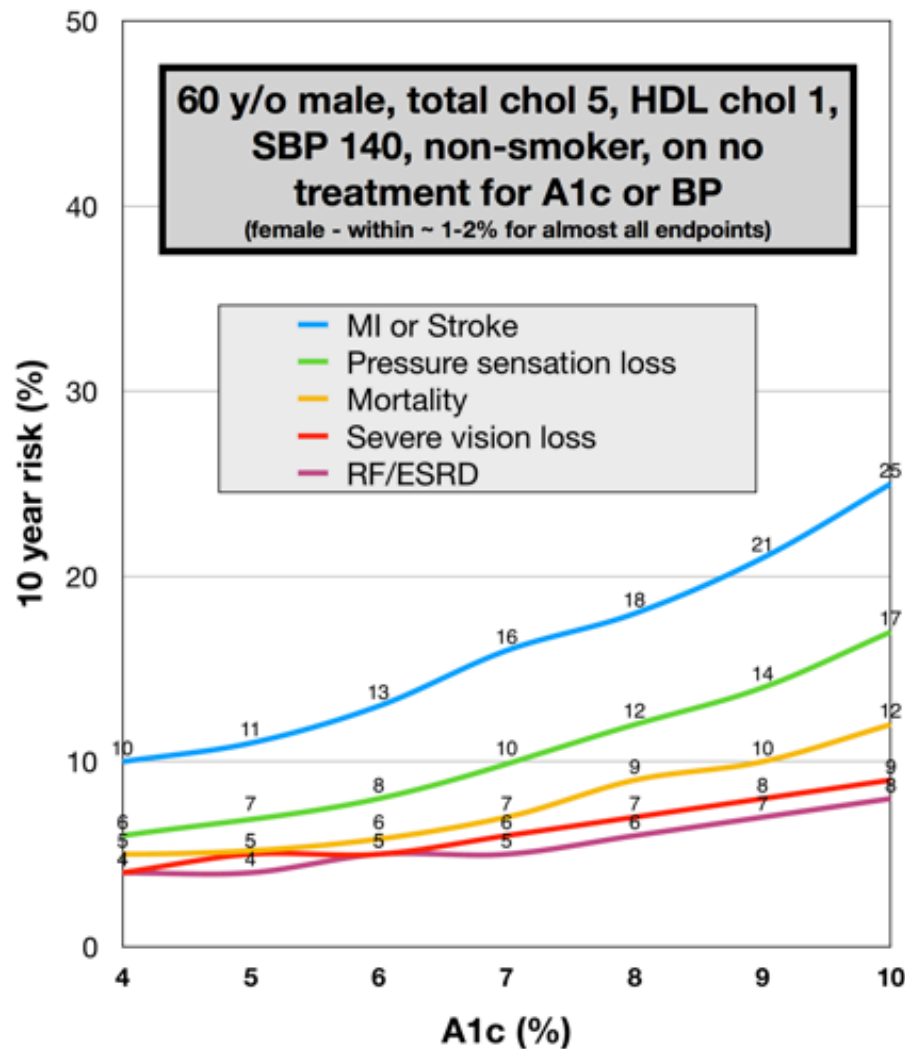
[Print Report](#)

Calculate ballpark 5/10-yr risk of CVD - BP, chol, diabetes

Make estimate of benefit based on the best available evidence

Gives a list of adverse effects to discuss

[cvdcalculator.com](http://cvdcalculator.com)



T2DM risk  
should not  
be  
categorized  
as  
YES  
or  
NO

<https://sanjaybasu.shinyapps.io/recodesi/> - from the ACCORD study

# Ballpark benefits - over 5 years

## **Primary prevention**

Cardiovascular events

BP ~2-5% ARR

Statins ~1-2% ARR

Mortality

<1% ARR

## **Secondary prevention/Heart failure (not class 4)**

Cardiovascular events, worsening HF

Betablockers, ACEI, ARBs, statins ~ 5-10% ARR

Mortality

Betablockers, ACEI, ARBs, statins ~ 2-5% ARR

## **T2DM**

Cardiovascular events

Most meds - no benefits

SGLT2, GLP, metformin? ~ 2-5% ARR

Mortality

Most meds - no benefits

SGLT2, GLP, metformin? ~ 1-2% ARR

## Comparing Treatment Options for Pain: The C-TOP Tool

### Neuropathic Pain

### Osteoarthritis Pain

Coming Soon

### Back Pain

Coming Soon

#### Medication Options

**Amitriptyline**  
(Elavil®)

**Cannabinoids**  
(Nabiximols, nabilone, medical marijuana)

**Duloxetine**  
(Cymbalta®)

**Gabapentin**  
(Neurontin®)

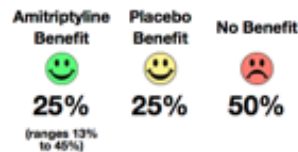
**High-Dose Opioids**  
(morphine, oxycodone)

**Pregabalin**  
(Lyrica®)

**All Treatments**  
(comparison)

Curious about capsaicin, botox, tramadol, carbamazepine, or venlafaxine for neuropathic pain?  
[Click here to learn more.](#)

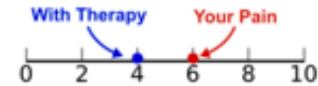
#### Meaningful Pain Relief from Amitriptyline (30% reduction in pain scores)



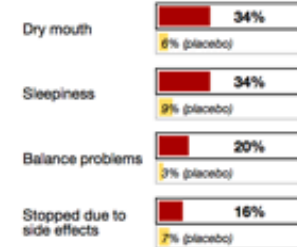
A typical placebo group response seen in pain studies is 25% but this can be adjusted in the [FAQ](#) section.

#### Meaningful Pain Relief

An example of a 30% reduction in pain scores is a decrease from 6 to 4 on a 10 point pain scale



#### Amitriptyline Harms



#### Other Considerations

- Typically taken at bedtime due to sleepiness effects
- Approximate cost (CAD) for 30-day supply (without dispensing fee): **\$1.50 to \$3.50**

pain-calculator.com



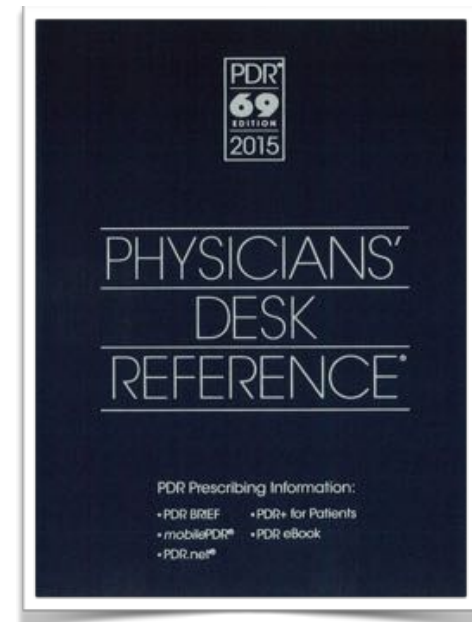
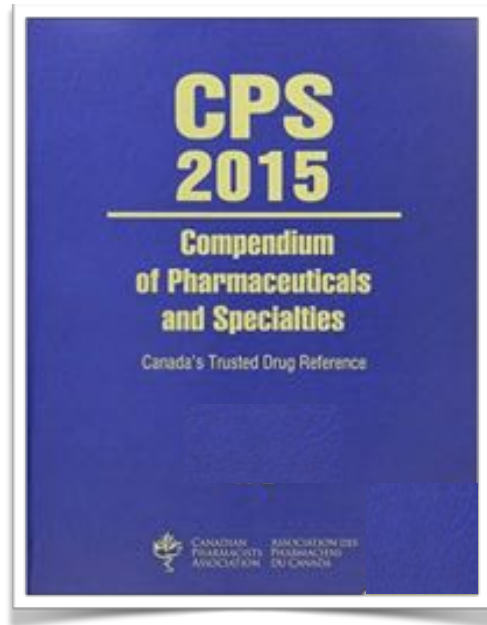
**KEEP  
CALM  
AND  
USE VERY  
LOW DOSES**

This simple concept can eliminate  
most medication problems

USE  
VERY LOW  
DOSES



# The doses in these books



are all “WRONG” for  
individual patients

Everyone is a genetic mongrel



# It's a dose thing

“more than 80% of ADRs causing admission or occurring in hospital ... are dose related, an ‘accentuation’ of the known pharmacological effect of the drug, and thus predictable and potentially avoidable”

Br J Clin Pharmacol 2004; 57:121–6

## Is bigger better? An argument for **very** low starting doses

James P. McCormack PharmD, G. Michael Allan MD, Adil S. Virani PharmD

“Unless the condition is severe or life-threatening, drug treatment can be started at a very low dose (half or one-quarter the recommended starting dose)”

CMAJ 2011. DOI:10.1503 /cmaj.091481

Most of the effect of a medication comes from the “low” starting doses AND doubling a dose never doubles the effect - in fact it sometimes has no additional effect

## A sample of Low-Dose RCT Evidence

6.25 mg hydrochlorothiazide	first marketed at 50 to 200 mg daily
6.25 mg captopril	25 mg PO TID is still a commonly recommended initial starting dose for hypertension
25 mg sildenafil (Viagra)	effective dose for erectile dysfunction
25 mg sumatriptan (Imitrex)	works as well as 100 mg
5 mg daily fluoxetine (Prozac)	similar effects to those seen at 20 mg and 40 mg daily
0.25 mg ezetimibe (Ezetrol)	1/40th of the recommended initial starting dose provides 50% of the LDL lowering effect
15 mg elemental iron daily	as effective for anemia in elderly as 50 mg and 150 mg with a lower incidence of side effects
150 mg daily bupropion (Zyban) 0.5 mg BID varenicline (Champix)	produces the same rate of smoking cessation at one year as 300 mg daily (1.0 mg BID)
10 mg atorvastatin	produces 2/3 of the effect on cholesterol as that seen with an 80 mg (8-fold increase) dose
200 mg ibuprofen (Motrin)	as effective as 400 mg for migraine headache
25 mg ranitidine (Zantac)	as effective as 125 mg for heartburn relief
1.8 mg colchicine	as effective as 4.8 mg for acute gout with less adverse events

# Doxepin (Sinequan)

Depression - start 25-50 mg - optimal 75mg - 150mg up to 300mg

Doxepin in the Treatment of Primary Insomnia:  
A Placebo-Controlled, Double-Blind,  
Polysomnographic Study

J Clin Psychiatry  
2001;62:453-63

“The results support the effectiveness of low doses (25-50 mg) of doxepin to improve sleep”

INSOMNIA

Sleep 2007; 30: 1555–61

Efficacy and Safety of Three Different Doses of Doxepin in Adults with Primary Insomnia

All three doses worked better than placebo

AND

NO side effects over placebo

*A recommended low dose was still 25-50 times TOO HIGH*

# A Dose of Reality

When a new drug comes on the market almost never have more than 2 doses been studied

To get a drug on the market you have to show it works therefore one has to choose a dose that is high enough that if it is going to work it will work

Postmarketing drug dosage changes of 499 FDA-approved new molecular entities, 1980–1999<sup>†</sup>

dosage changes occurred in 21%  
of all new molecular entities

80% were dose decreases

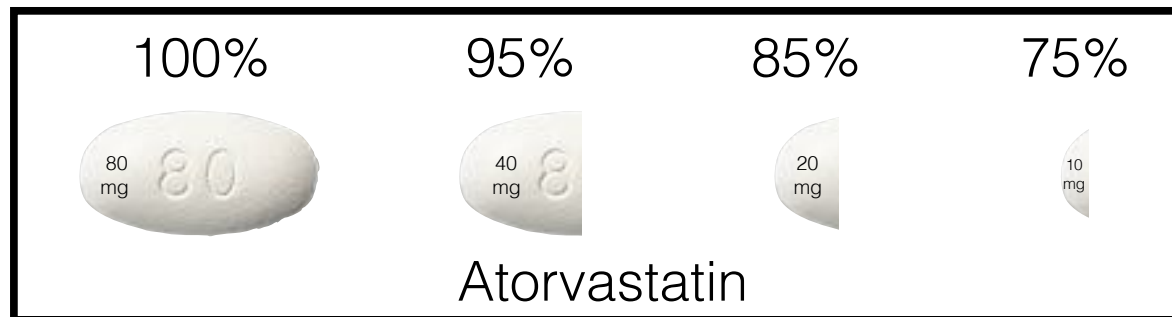
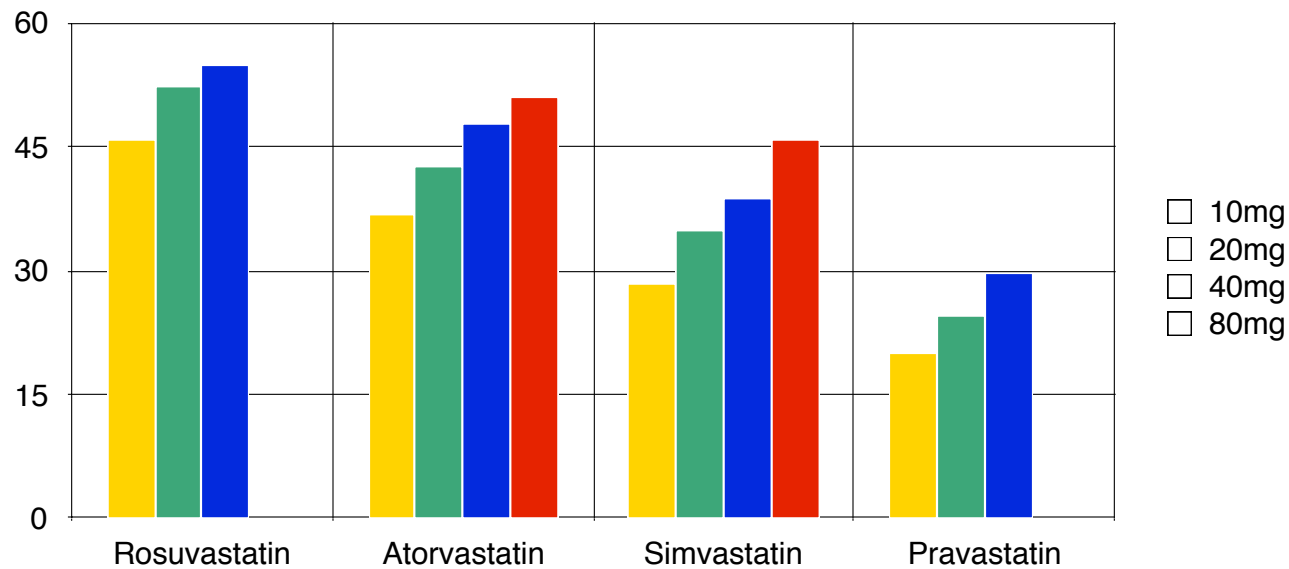
“this pattern may represent a systematic flaw in pre-marketing dosage evaluation; it has been common practice in the pharmaceutical industry to undertake phase III trials evaluating drug effectiveness at or near maximum-tolerated doses.”

Pharmacoepidemiology and Drug Safety 2002;11:439–446



DOSE reductions do not lead  
to proportional EFFECT reductions

% reduction in LDL cholesterol



# Advantages of starting with “very” low doses

Get the potential “placebo group effect” without deception

Patients are engaged in the process of finding the best dose for them

Cost savings can be considerable and most adverse events can be minimized

Most clinically relevant drug interactions can be avoided

# Approaches differ depending on outcome

Every patient is an experiment - dose and effect

SYMPTOMS - we can usually figure out if it is working  
- but it is tricky

PREVENTION - one will never know if it worked

Expectations

# Symptoms



# You primarily need to know IF it works

Safety, cost and convenience

Older medications first - safety

Head-to-head studies are uncommon

Doses in the CPS are “wrong”

N-of-1 studies

Let the patient tell you

# Symptom NNTs

General anesthesia/local anesthesia - NNT ~1

PPIS, sildenafil - heartburn/“successful” intercourse NNT ~2

NSAIDs, opioids - pain NNT ~3-5

Steroids - sore throat - NNT ~3, Bell’s palsy - NNT ~10

Antibiotics - acute COPD exacerbation - NNT ~5

Topical antibiotics - bacterial conjunctivitis - NNT ~7

Antidepressants - severe depression - NNT ~10

Ipratropium - asthma attack - NNT ~11

Cholinesterase inhibitors - ADAS-Cog >4 - NNT ~10

Sleeping pills - improvement in sleep quality - NNT ~13

But you need to know what goes on in the placebo group

	If person “responds”, what is the % chance it was the medication	
Response in the placebo group	If Benefit 10% - NNT 10	If Benefit 20% - NNT 5
0%	~100%	~100%
20%	~33%	~50%
40%	~20%	~33%

# The Placebo Group Effect

not the placebo effect and these are ballpark numbers

~0% - general anesthesia

~5% - psychosis

~10% - sildenafil, OCD

~20% - Alzheimer's meds, acetaminophen for headaches, side effects

~25% - menopausal symptoms, migraine (frequency/severity)

~30% - blood pressure goal, depression, anxiety, PTSD, PPIs/H2RA, sore throat, NSAIDs of OA, inhalers for COPD

~40% - panic disorders



When a medication has “worked”,  
if you were a betting person you  
would bet that it probably wasn't  
because the medication worked.