

The Newsroom



Editor demands...

-
- It's new – new trial results, drug approval etc
 - Press release
 - Anecdotal success
 - Exclusive access
 - Patient groups want access to a treatment
 - Celebrity endorsement/social media influencers
 - Other media outlets are reporting it



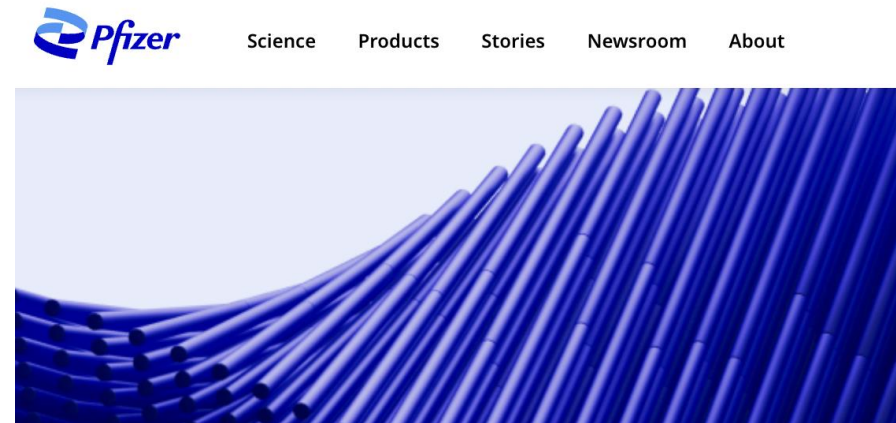
Very very brief guide to reporting

- Benefits
- Harms
- Uncertainties
- Cost effectiveness
- Opportunity costs
- How easy is it for health system to use
- Follow the money



Oh no! Just a press release...

- No published study – headline figures only
- The primary end points were efficacy of the vaccine against laboratory-confirmed Covid-19 and safety
- What information you do have?
- What you don't yet know
- Update as soon as you know



Pfizer Press release Covid-19 Research Vaccines

Pfizer and BioNTech Conclude Phase 3 Study of COVID-19 Vaccine Candidate, Meeting All Primary Efficacy Endpoints

Wednesday, November 18, 2020 - 06:59am

[PDF](#) [Link](#) [Share](#) [Print](#)

- *Primary efficacy analysis demonstrates BNT162b2 to be 95% effective against COVID-19 beginning 28 days after the first dose; 170 confirmed cases of COVID-19 were evaluated, with 162 observed in the placebo group versus 8 in the vaccine group*
- *Efficacy was consistent across age, gender, race and ethnicity demographics; observed efficacy in adults over 65 years of age was over 94%*
- *Safety data milestone required by U.S. Food and Drug Administration (FDA) for Emergency Use Authorization (EUA) has been achieved*


I tried it – it works!


Your Area ▾ Cost of Living Advice Ukraine Politics R

EXCLUSIVE

Long Covid patients travelling abroad for expensive and unproven treatments, investigation finds

LONG COVID | CORONAVIRUS | HEALTH | Tuesday 12 July 2022 at 11:42pm

 **Deborah Cohen**
Science Editor



- Treat the person who tells you this with consideration
- Find someone who can help look at the evidence
- What do the regulators say?
- Follow the money
- Who is making claims?
- Think about medical consent


Patient groups and media want it, but....

New campaign launches for the forgotten 500,000 families

17th Oct 2022

Patient groups, charities and clinicians unite to raise awareness of half a million vulnerable people, many of whose lives have never returned to normal after Covid-

Many patients with weak immune systems don't realize their Covid-19 medicine isn't as effective as it used to be

 By Elizabeth Cohen and Naomi Thomas, CNN
Updated 9:04 AM EST, Mon November 14, 2022

INSIGHT

Evusheld: The debate over its rollout in the UK

CORONAVIRUS | HEALTH |  Thursday 18 August 2022 at 3:16pm

 Deborah Cohen
Science Editor

Health

Covid: Time running out to protect vulnerable, campaigners warn

 17 October 2022



HEALTH

As new variant spreads, a crucial drug to protect the most vulnerable goes vastly underused



Questions to ask:

- What do patient groups want?
- Is this consistent with the evidence?
- Have decision makers been clear?
- Has the situation changed since the evidence was generated?
- How much do these drugs cost?
- Can the health service deliver it?
- What is the opportunity cost? (As in what services will have to be dropped to provide this one?)

You got access but.....

- Paxlovid promises to cut the risk of hospitalisation or death by 88% in high risk people compared to a placebo if taken within five days. NHS said this in press release.
- The trial for Paxlovid was carried out on people who had not been vaccinated nor had had Covid infection. But the UK looks quite different now.
- The government has bought 2.7 million doses and Dr Hill estimates about £1 billion has been spent on it
- a challenge for a stretched NHS - spotting symptoms; testing positive; getting a prescription and starting to take it in a short window.
- Pfizer ran two clinical trials. Only one has been published in full - showing the reduction in hospitalisations or death in unvaccinated high risk people.
- Didn't yet have the full publication from a trial in low risk unvaccinated adults and those who have been vaccinated who have risk factors.

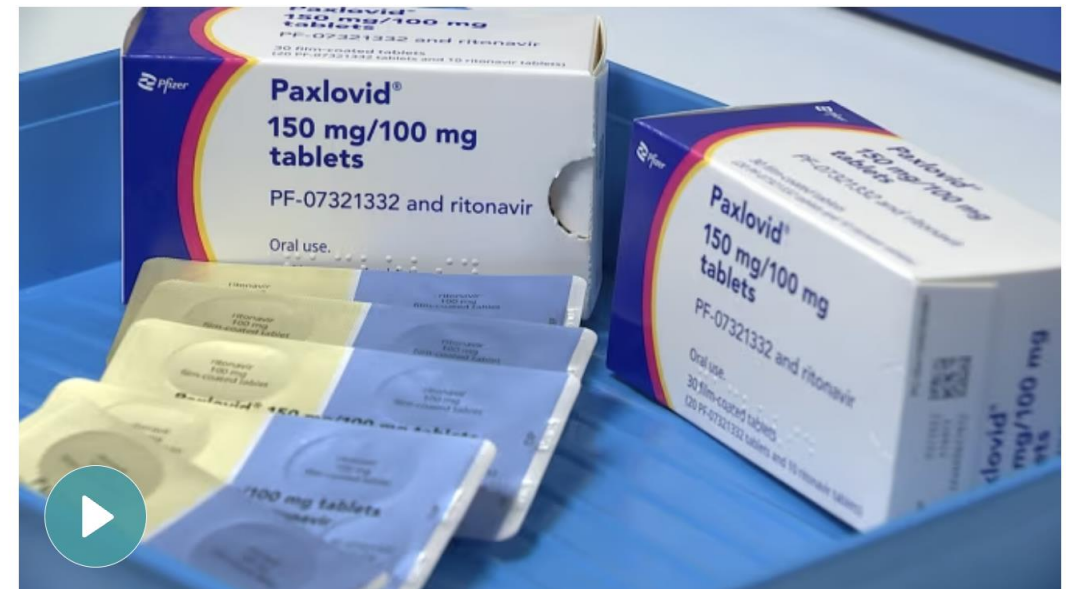
INSIGHT

A new Covid antiviral is being rolled out but how well does it work?

CORONAVIRUS | HEALTH | Sunday 10 April 2022 at 7:45am



Deborah Cohen
Science Editor



ITV News Science Editor Deborah Cohen reviews the potential impact of the antiviral drug

Ooops....

Around 30,000 Covid patients treated with 'cutting-edge' anti-viral drugs

🕒 Saturday 9 April 2022 at 12:01am



*PICTURE POSED BY MODEL A man sneezes into a tissue (Ben Birchall/PA)
Credit: PA Archive/PA Images*

When influencers (or old Prime Ministers) speak

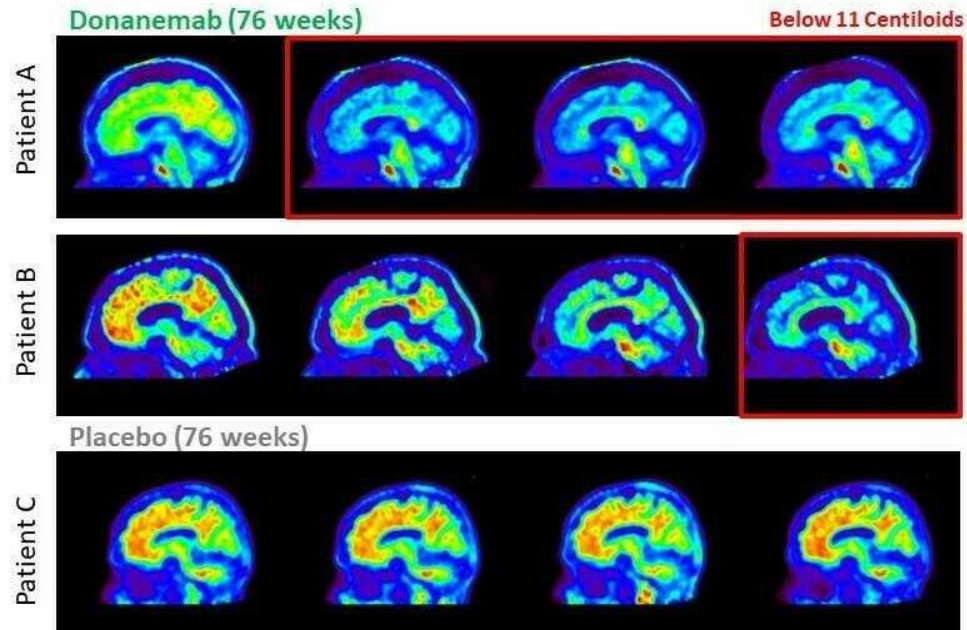
“Drug donanemab seen as turning point in dementia fight” – 17th July BBC

Former UK Prime Minister, David Cameron:
"statin for the brain".

"We want a pill that people who have the build-up of these proteins in the brain can take every day or every week in order to clear those proteins out of the brain and therefore reduce your chances of getting a disease that causes dementia," he said.



What is donanemab?



- Removes amyloid, the protein thought to cause Alzheimer's disease. Unlike their many predecessors, these drugs were the first to slow cognitive decline. But
- Tiny benefits: In the donanemab trial, the people taking the drug declined on average by ten points on a 144-point cognitive scale. The placebo group declined by 13 points. The difference would probably not be noticeable to the doctors looking after these patients.
- Side effects: brain bleeds and death
- Expensive: The donanemab trial suggested that treatment could end when brain scans showed sufficient amyloid clearance. But we don't know if amyloid will return after some time. Regular monitoring for amyloid recurrence and repeated bouts of treatment would add further costs.
- Delivery: patients attend centres every two to four weeks for drug infusions and regular monitoring and worrying about side-effects. Selective trial: For every ten patients that doctors thought might be eligible for these trials, seven or eight were rejected.
- If the drug eligibility is restricted to match the trial eligibility, then very few people will be eligible. If eligibility is broader, then already small effects are likely to be even smaller and side-effects more pronounced.

*Timely, accurate
diagnosis is key*

*These emerging
Alzheimer's disease
drugs require regular
infusions and
monitoring, and the
NHS is not yet equipped
to do this at scale*

17th July – BBC



**Alzheimer's
Society**

- DOI.....Eli Lilly helped fund their 2022 annual conference



In support of



Alzheimer's Research UK

Make breakthroughs possible



- *Donanemab hailed as 'new era' in treatment – but NHS diagnosis failures mean majority of those who could benefit may miss out -17th July, Daily Telegraph*
- “the drug allows patients to continue to perform daily activities for longer, such as shopping, housekeeping, managing their finances and taking medication”
- Hilary Evans, the chief executive of Alzheimer's Research UK said: “Probably only two per cent of the people who could benefit from these drugs would necessarily get them because of those hurdles in terms of getting PET scans, we don't have enough in the UK.
- Ms Evans, who is also chair of the Government's mission for dementia, said that the “ultimate end” would be to have patients tested for dementia from their 50-year-old health check onwards.
- DOI – Alzheimer's Research UK receives funding from....