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NFTHD #92: PSP and patient educational material: insights from the Monitoring Committee

Developing impactful, accessible and patient-centric resources is a vital part of supporting patients throughout their treatment journey. Following a recent review of member-developed Patient Support Programs (PSPs) and patient education materials, the Monitoring Committee has shared key observations to help guide future resource development. These recommendations are general in nature, and it is acknowledged that companies will have specific, context-specific considerations that may differ from the below.

Use Dosing Information Carefully

Including dosing information in patient-facing materials can be beneficial — particularly when a medicine has a standard, universally applicable dose. However, many treatments require individualised prescribing. In these cases, specific dosage amounts in materials may lead to confusion if they differ from a patient's personal treatment plan. If your material addresses dosing information, it may be worth using general guidance such as: "Your dose may be different based on your individual needs. Speak with your healthcare provider to understand what's right for you."

Co-Design with Consumers and Patient Representatives

The Committee strongly recommended co-design as a valuable approach. It observed that materials developed in collaboration with patient or consumer representatives tended to be more engaging, inclusive, and accessible. Involving people with lived experience helps ensure materials are clear, relevant, and appropriately designed for the audiences they aim to support.

Strengthen Communication Between PSPs and Clinicians

Continuity of care is important when a patient is enrolled in a support program. The Committee noted that some PSPs lacked a clear process for informing treating clinicians, particularly where patients could self-enrol. Companies may consider mechanisms to:

- Encourage or facilitate notification to a patient's GP or specialist when they join a Patient Support Program (PSP), whether through direct communication from the company or by supporting the patient to inform their clinician themselves.
- Similarly, encourage communication between the program and the clinical team to align on care plans. This approach ensures patients receive consistent, coordinated care across all touchpoints.
- Provide summary information to a wide GP audience about the support being offered.

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Published August 2025

Include Clear Opt-Out Options

Clear, visible opt-out messaging supports transparency and helps patients feel in control of their participation in a PSP, reinforcing a respectful approach to patient autonomy.

Final Thoughts

The Monitoring Committee regularly reviews a wide range of materials—from policies and procedures to patient support and promotional content. These reviews aim to support members by offering constructive feedback, acting as a quality assurance mechanism, and helping strengthen compliance. Sharing the overall themes from these reviews can be a useful way to provide value across the membership.

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Published August 2025

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