BACKGROUND

The first single-entity extended-release (ER) hydrocodone formulation with abuse-deterrent properties, Hysingla® ER, was approved by FDA in November 2014 and launched in January 2015.

Because of the potential for abuse of opioids it is important to understand the inter- est of potential purchasers.

Therefore, Internet mentions of Hysingla ER were examined before (3Q 2014) and after (1Q 2015) launch.

METHODS

Over 150 million websites (eg, public social media websites, forums, blogs worldwide) were searched using a commercially available monitoring platform operated by the Researched Abuse, Diversion, and Addiction-Related Surveillance (RADARS®) System.

All posts that mentioned Hysingla ER, regardless of context, were identified.

Trained coders reviewed posts to characterize salient themes and identify posts related to (Table 1): • Misuse • Abuse • Addiction • Overdose • Route of administration • Source of drug acquisition

Post sentiment (positive, neutral, negative) was also characterized (Table 1).

For contextual information about product availability during this time, the number of Hysingla ER prescriptions dispensed was also examined using IMS Xponent data and a commercially available web monitoring platform operated by the Researched Abuse, Diversion, and Addiction-Related Surveillance (RADARS®) System Web Monitoring Program.

RESULTS

Few posts mentioned abuse or misuse as the reason for Hysingla ER use.

No posts mentioned addiction, overdose, death, or route of administration associated with Hysingla ER.

DISCUSSION

The RADARS Web Monitoring Program provides a rich source of information not available in other surveillance systems, and provides context for trends in discussion associated with drugs of abuse.

However, Internet postings are spontaneously reported and it is not possible to confirm the content of reports.

Additionally, few posts reported a reason for use (eg, abuse, misuse, etc.) which may limit the interpretability of these data.

The pattern of results could change as product availability (ie, the number of data sources) increases.

Therefore, it is important to continue monitoring abuse of Hysingla ER via a variety of data sources.

CONCLUSION

There was a peak in Internet discussion after FDA approval in anticipation of the launch, though overall discussion of Hysingla ER has been low with very few posts mentioning abuse, misuse, addiction, overdose, or death.

Disclosure Statement

This study was funded by Purdue Pharma L.P. Dr. DeVaughn-Jeiss, Howard Chilcoat, Paul Coplan, Venkatesh Haririhan, Andrea Basharian, and Jody Green are employees of Purdue Pharma L.P.

After launch, the most common theme for posts (>$60%) was opinion or sharing experience.

Few mentions related to abuse or misuse (<$20%) were opinion or sharing experience.

The sentiment was primarily positive prior to the product launch in 1Q 2015.

After launch in January 2015, sentiment remained relatively stable, with approximately 30%–50% of posts having a positive sentiment.

The highest number of posts about Hysingla ER occurred prior to launch, increasing from 70 in 3Q 2014 (385 themes) to a peak of 1,263 in 4Q 2014 (4,920 themes).

After launch, as shown in Figure 1, the number of posts was low.

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