

# Perception of XTAMPZA® ER and other Abuse-Deterrent Opioid Formulations on the Internet

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## Introduction

- The Web Monitoring Program from the Researched Abuse, Diversion and Addiction-Related Surveillance (RADARS®) System is a study that collects information on drug use and abuse via surveillance of internet postings.
- Internet anonymity allows posters to reveal patient experiences that might not otherwise be captured in traditional epidemiological studies.
- XTAMPZA® ER is an extended-release (ER), abuse-deterrent oxycodone product that uses DETERx® technology designed to reduce tampering.

## Methods and Post Counts

The universe of public websites on the internet (over 150,000,000 websites) were scraped to find online posts made from 2017-2018.

- Posts must mention 1) an explicit product name, or 2) tablet/capsule formulations along with release type to be included; this likely resulted in an undercount for non-ADF ER opioid product group
- Sentiment** is defined as the dominating view or opinion of a drug within the post. Qualitative research methods were used to categorize posts as negative, positive, or neutral sentiment.
  - Positive sentiments** promote the safe use or therapeutic benefits
  - Negative sentiments** encourage unsafe or inappropriate use, or report ineffectiveness or side effects
- All posts from XTAMPZA ER were coded; therefore confidence intervals (CIs) are not needed
- Due to the large volume, posts for comparators were sampled prior to coding; estimates and 95% CIs of total numbers of posts were calculated
- The sentiment of online posts was examined for three topics of discussion regarding opioid products.
- Posts were examined to determine if the product was directly implicated as being involved in 1) addiction, 2) overdose, or 3) death of an individual.

### Post Count Results

A total of 362 posts were observed for XTAMPZA ER, an estimated 244,941 posts for other ADF ER opioid products, and an estimated 530 posts for non-ADF ER opioid products

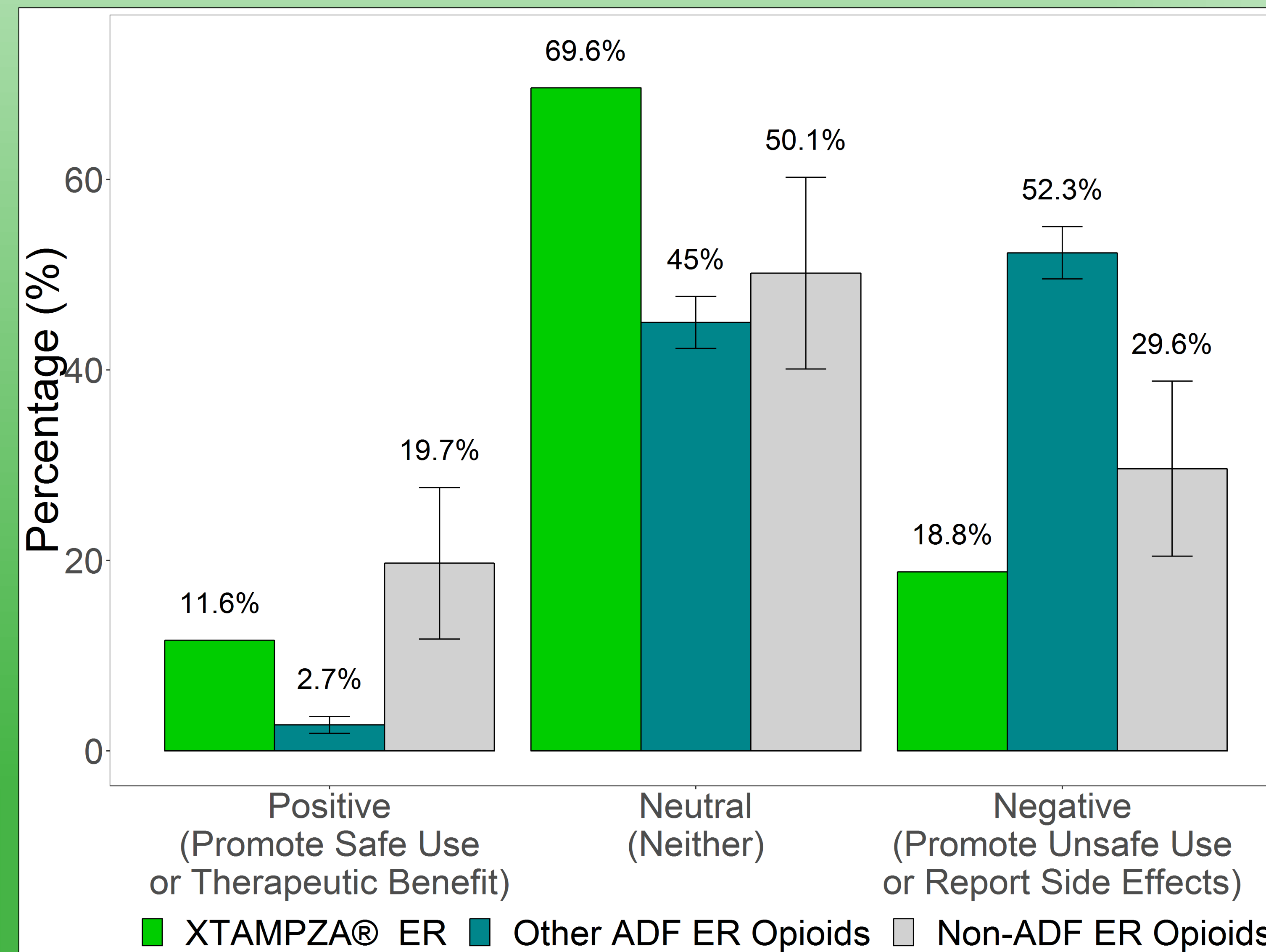
## Disclosure

The RADARS® System is supported by subscriptions from pharmaceutical manufacturers, government and non-government agencies for surveillance, research and reporting services. RADARS System is the property of Denver Health and Hospital Authority, a political subdivision of the State of Colorado. Denver Health retains exclusive ownership of all data, databases and systems. Subscribers do not participate in data collection nor do they have access to the raw data. This research was sponsored by Collegium Pharmaceutical. XTAMPZA® ER is a registered trademark of Collegium Pharmaceutical.

## Key Results

| Product Name                 | # of Prescriptions | Percentage of Group |
|------------------------------|--------------------|---------------------|
| XTAMPZA® ER                  | 386,947            | 100%                |
| Other ADF ER Opioid Products |                    |                     |
| OXYCONTIN®                   | 5,125,590          | 75.4%               |
| Non-branded ER oxycodone     | 917,320            | 13.5%               |
| HYSINGLA® ER                 | 417,128            | 6.1%                |
| EMBEDA®                      | 278,061            | 4.1%                |
| MORPHABOND® ER               | 36,806             | 0.5%                |
| ARYMO® ER                    | 22,639             | 0.3%                |
| Non-ADF ER Opioid Products   |                    |                     |
| Non-branded ER morphine      | 10,699,830         | 98.0%               |
| ZOHYDRO ER                   | 159,487            | 1.5%                |
| KADIAN                       | 40,396             | 0.4%                |
| MS CONTIN                    | 12,856             | 0.1%                |
| Other products               | 6,586              | <0.1%               |

Figure 1: Overall Sentiment of XTAMPZA® ER and Comparators



## Limitations

- Some websites (e.g., Facebook, Bluelight) prohibit public web scraping, and these sites could include important information not captured here
- Categorization of posts was limited to what individuals divulge, and therefore some posts might not be included in the groupings because key information (e.g., formulation) is missing
- Lack of specific product identifiers likely lead to an undercount for non-ADF ER opioid products
- The analysis in this poster is descriptive through 2018, results may change as additional years of data become available

## Key Results (cont.)

Figure 2: Sentiment of Abuse, Addiction, and Advice

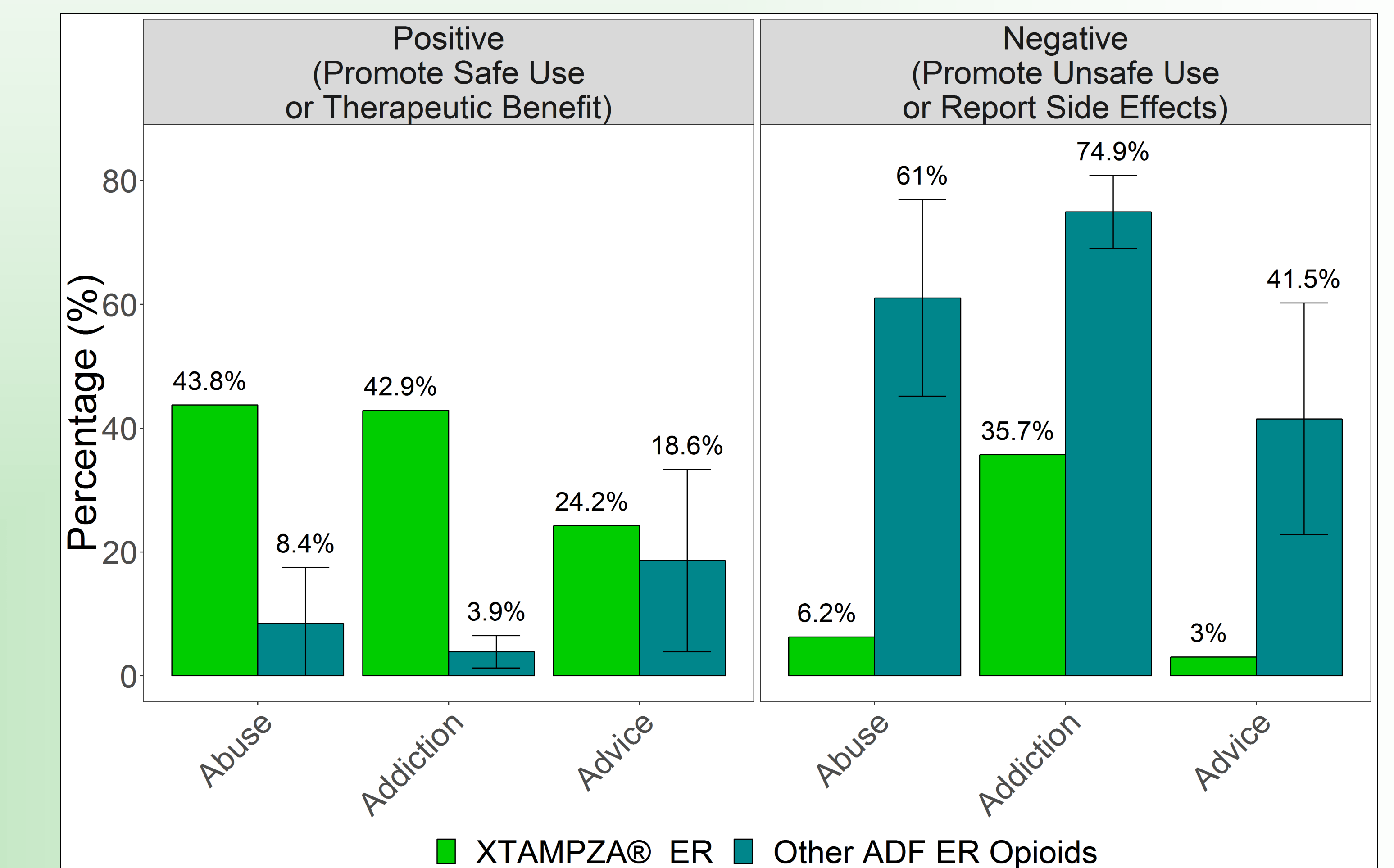
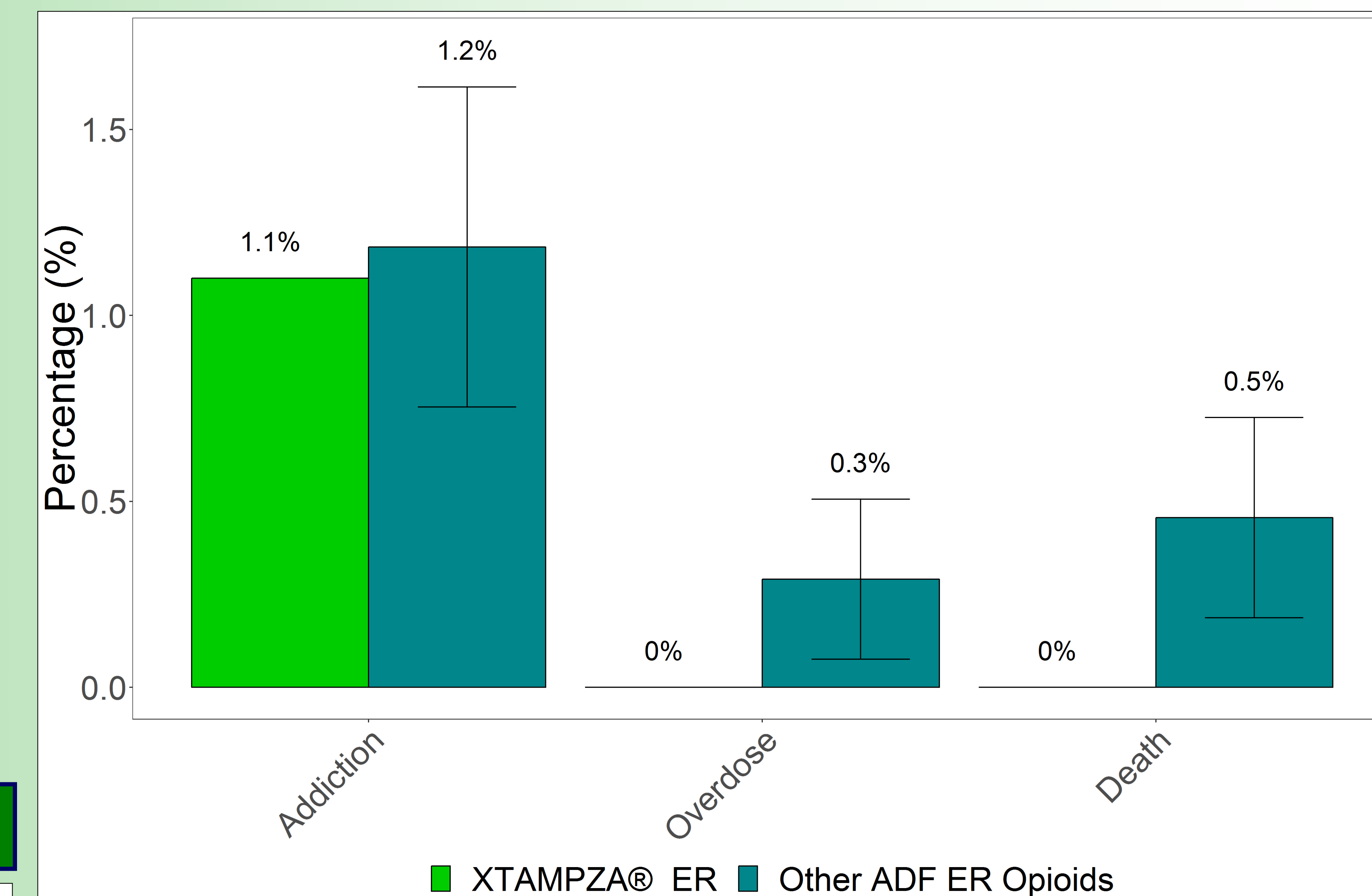


Figure 3: Posts Implicating Individual Products in Outcomes



## Conclusions

- Negative sentiment (encouraging inappropriate use, ineffectiveness, or side effects) of XTAMPZA ER was much less prevalent than for other ADF ER opioid products
- When abuse, addiction, and non-professional advice were discussed, XTAMPZA ER was generally discussed with less negative (encouraging inappropriate use, ineffectiveness, or side effects) and more positive (encouraging safe use) sentiments than other ADF ER opioid products
- XTAMPZA ER was not implicated in critical medical outcomes of overdose and death where other ADF ER opioid products were