

# Preference Sensitive Areas

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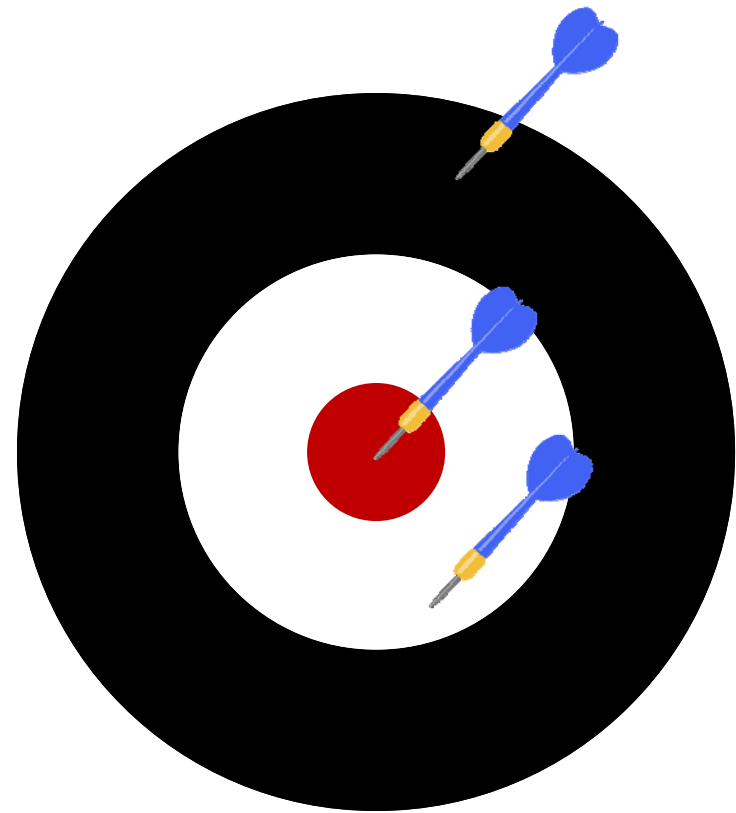
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# Preference Sensitive Areas

What makes a topic preference sensitive?

For which conditions might decision-making be enhanced by data from a patient preference study?

When does a patient preference study add value?





# Medical Device Guidance: What is Preference Sensitive?

- 1) Multiple treatment options exist and there is no option that is clearly superior for all patients
  - Chronic pain
  - Myopia
  - Heart failure
  
- 2) The evidence supporting one option over others is considerably uncertain or variable
  - Wound healing
  - Tinnitus
  - Gastroesophageal reflux disease
  
- 3) Patients' views about the most important benefits and acceptable risks of a technology vary considerably within a population, or differ from those of healthcare professionals
  - Prostate cancer
  - Aesthetic devices



# Medical Device Guidance: What is Preference Sensitive?

- 4) Benefit/risk of interim treatments vs. invasive permanent procedure
  - Alternatives to total joint replacement
  - Endovascular techniques
  
- 5) Diagnostic testing
  - At-home vs. clinic sample collection
  - Invasive vs. non-invasive
  - Point-of-care testing
  
- 6) Rare diseases and/or subpopulations
  - Devices for pediatric indications
  - Retinitis pigmentosa

# Example: Chronic Pain

- Over-the-counter drugs
- Prescription drugs
- Nerve blocks
- Physical therapy
- Transcutaneous electro-nerve stimulator (TENS)
- Spinal cord stimulators



