Design of a Multi-Site Open-Label, 8-Week, Prospective Observational Actual Use Study

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Wednesday, September 14, 2022
Tobacco Science Research Conference

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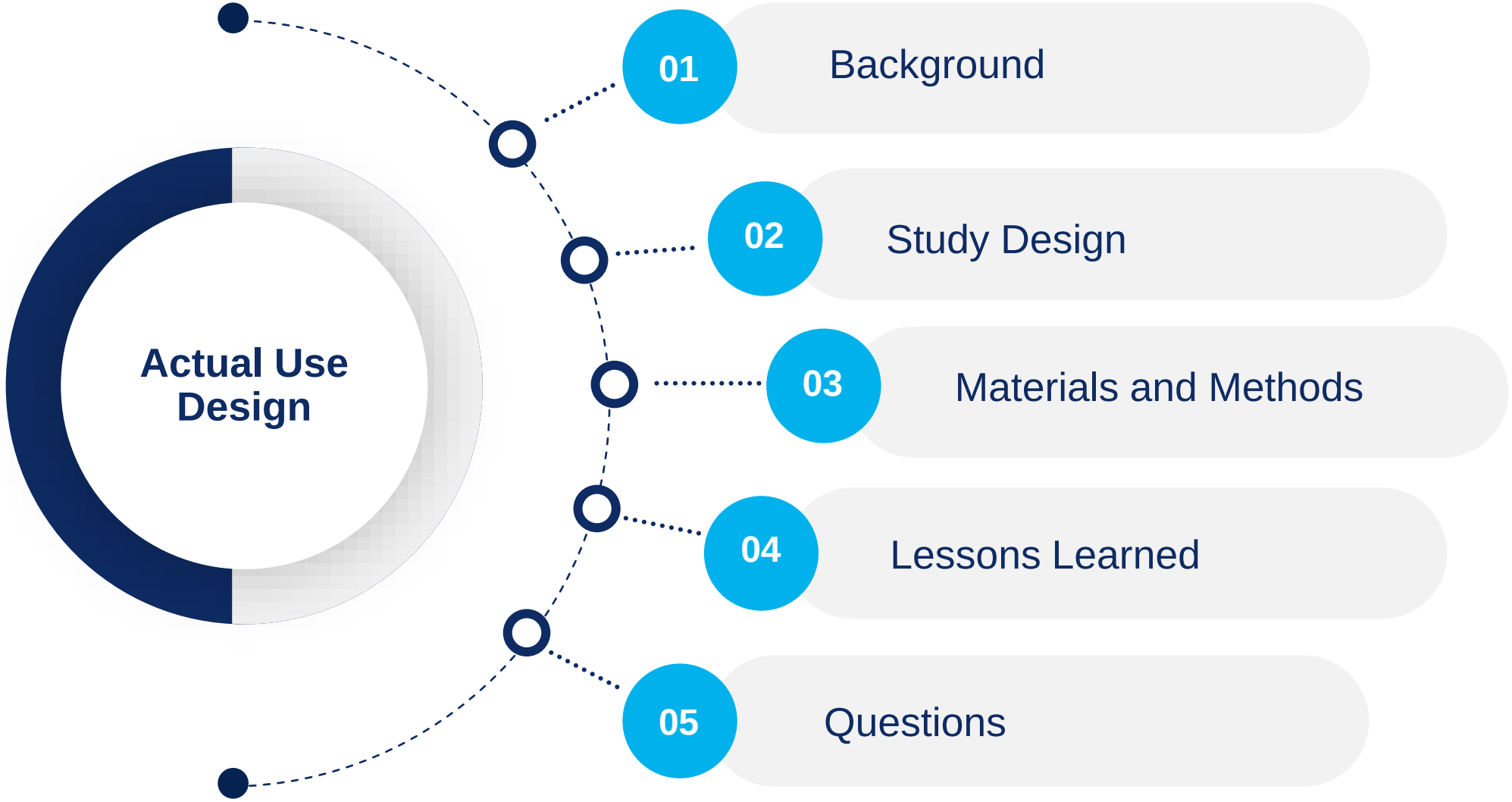
Agenda



Background

FDA CTP recommends assessment of the impact of new tobacco products on public health

Multi-site, open-label, 8-week, prospective observational actual use study design

Conducted at sites geographically dispersed within the U.S.

Designed to reflect “real-world” conditions

Actual Use Studies Conducted by RAIS

Velo Actual Use Pilot Study

n=97
Fieldwork completed in 2020

Recently published manuscript:
Campbell C, Feehan M, Kanitscheider C, Makena P, Cai J, Baxter S
Designing Studies to Inform Tobacco Harm Reduction: Learnings From an Oral Nicotine Pouch Actual Use Pilot Study
JMIR Form Res 2022;6(8):e37573
URL: https://formative.jmir.org/2022/8/e37573
DOI: 10.2196/37573

glo HTP Actual Use Study

n=1073
Fieldwork Completed in March 2022

Velo Pouch Actual Use Study

n=1105
Fieldwork Completed in April 2022

Study Design

Study Design Considerations

- Study Population
  - Adult tobacco consumers who are regular smokers
  - Allow dual use of other tobacco or nicotine products (TNP)
- Sample Size Considerations:
  - Expected attrition rates
  - Rate of subjects expected to meet the definition of “established users”
- Study Investigational Product (IP)
  - Subjects use IP at home over 6-week Actual Use Period (AUP)
  - Usage recorded daily
  - Level of IP use not mandated
  - Allow other TNP use during the AUP

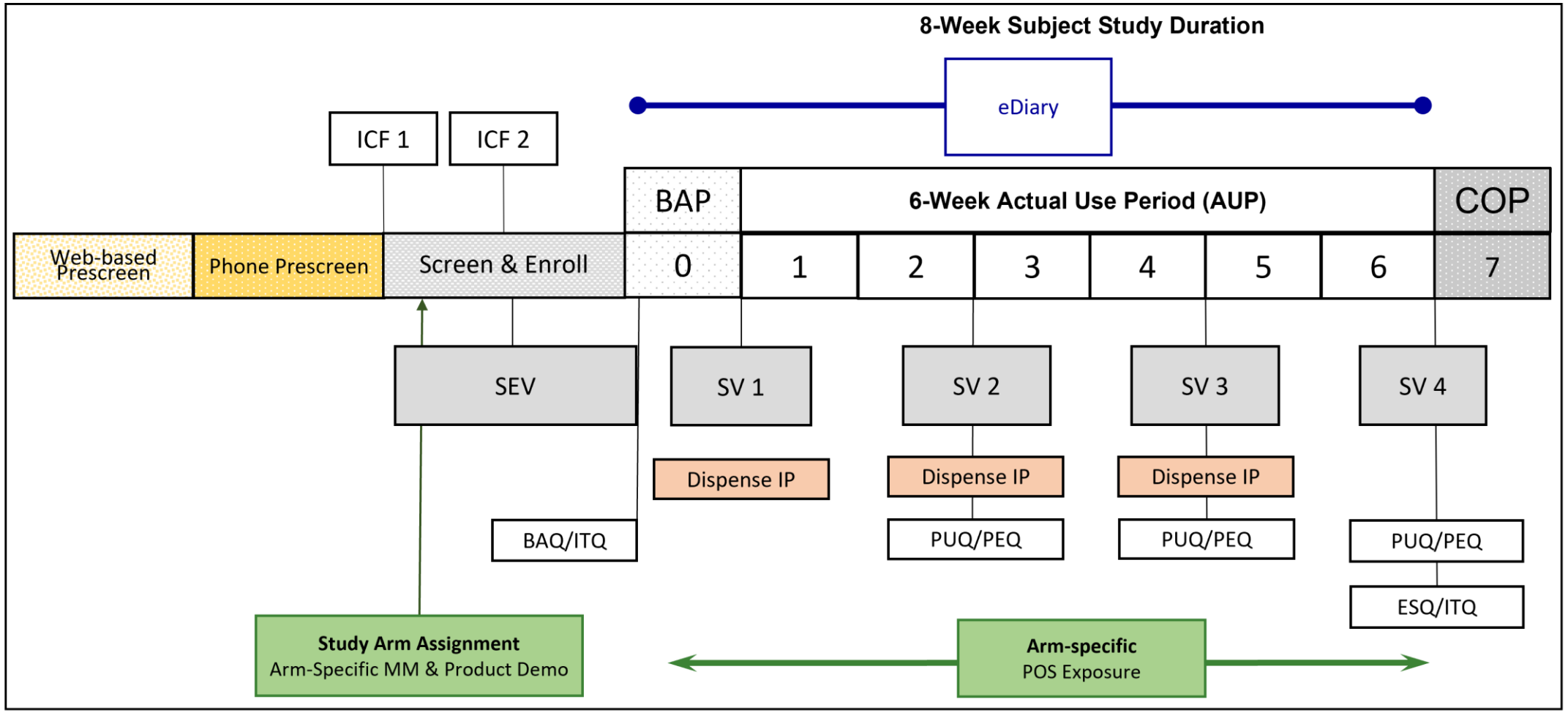
Primary Study Objectives & Endpoints

Describe the acceptance of Study IP and the pattern of CC consumption in the context of Study IP availability among current regular cigarette smokers

Primary Endpoints:

1. Number and proportion of subjects who meet the definition of “established users” of the Study IP over the 6 weeks of the Actual Use Period (AUP).
2. Number and proportion of subjects among “established users” who reduce their cigarettes per day (CPD) consumption by at least 50% at the end of the AUP.
3. Descriptive weekly average CPD consumption per subject among all subjects who complete the study, including both established and non-established users of Study IP.

Study Schematic



BAP = Baseline Assessment Period, **BAQ** = Baseline Assessment Questionnaire, **COP** = Close Out Period, **ESQ** = End of Study Questionnaire, **ICF** = Informed Consent Form, **ITQ** = Intent to Quit, **MM** = Marketing Material, **POS** = Point-of-Sale, **PEQ** = Product Experience Questionnaires, **PUQ** = Product Use Questionnaires, **SEV** = Screening and Enrollment Visit, **SV** = Site Visit

Key Inclusion Criteria

1. Adult males or females, **21-60 years old**, inclusive.

2. Must be a current smoker of factory-made filtered menthol and/or non-menthol cigarettes, **has smoked at least 100 cigarettes in their lifetime**, and typically smoked on at least 20 days out of the past 30 days.

3. Smokes on average **≥ 5 combustible cigarettes per day** on days when cigarettes are smoked.

4. Must indicate **“an intention to use” Study IP** after a brief review of product information and product demonstration at the SEV. Subjects will not try the product at the SEV.

5. Able and willing to **comply with all study requirements**, including questionnaires, the eDiary reporting procedures, and provide valid contact information.

Key Exclusion Criteria

1. Self-report as **currently quitting or intending to quit** within the next 3 months all tobacco or nicotine product use ("currently" is defined as within (≤) 30 days). Those who intend to quit CC only can be enrolled.

2. Female subjects who are currently **pregnant or breastfeeding** or planning to become pregnant or start breastfeeding within the next 6 months based on self-report.

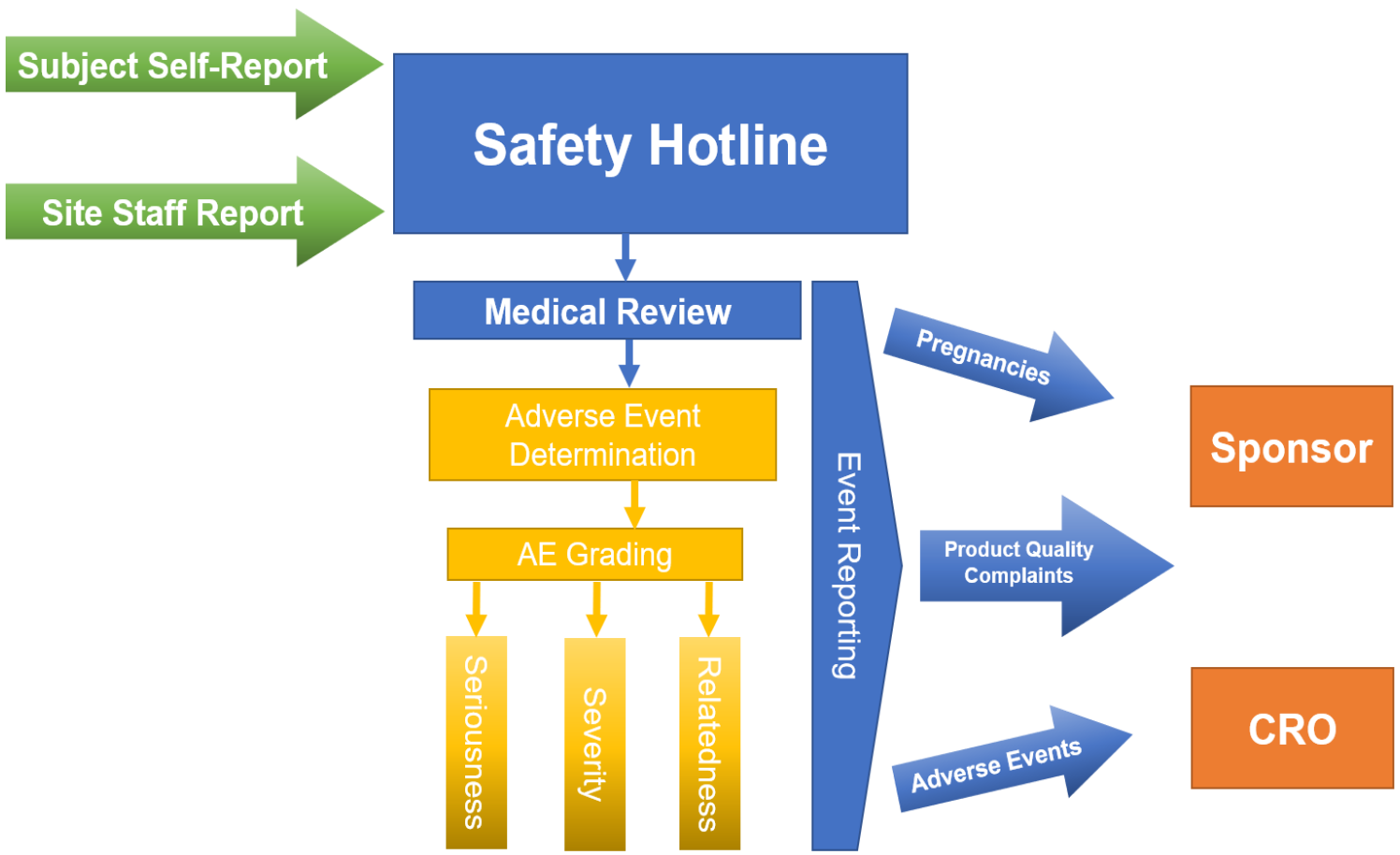
3. Self-reports **"poor" physical health** (based on the five-category PATH questionnaire): "In general, how would you rate your physical health?" (Response choices: Excellent, Very Good, Good, Fair, Poor).

4. Self-reports **"poor" mental health** (based on the five-category PATH questionnaire): "In general, how would do you rate your mental health?" (Response choices: Excellent, Very Good, Good, Fair, Poor).

Note: Product specific criteria should be considered (e.g., exclude current users of the product category)

Safety Surveillance

Passive Surveillance



Materials and Methods

Study Management

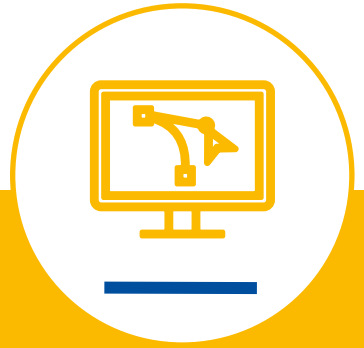
Study Management & Oversight

- CRO Managed
- Hybrid Clinical and Marketing Sites
- Project Management Team
- Extensive Study Procedure Manual
- IRB applications centrally managed

IP Management

- Dispensation at site visits
- Amount based on reported CPD
- Subjects choose which flavors and strengths to use
- Unused IP and empty containers returned at each visit

Remote Monitoring

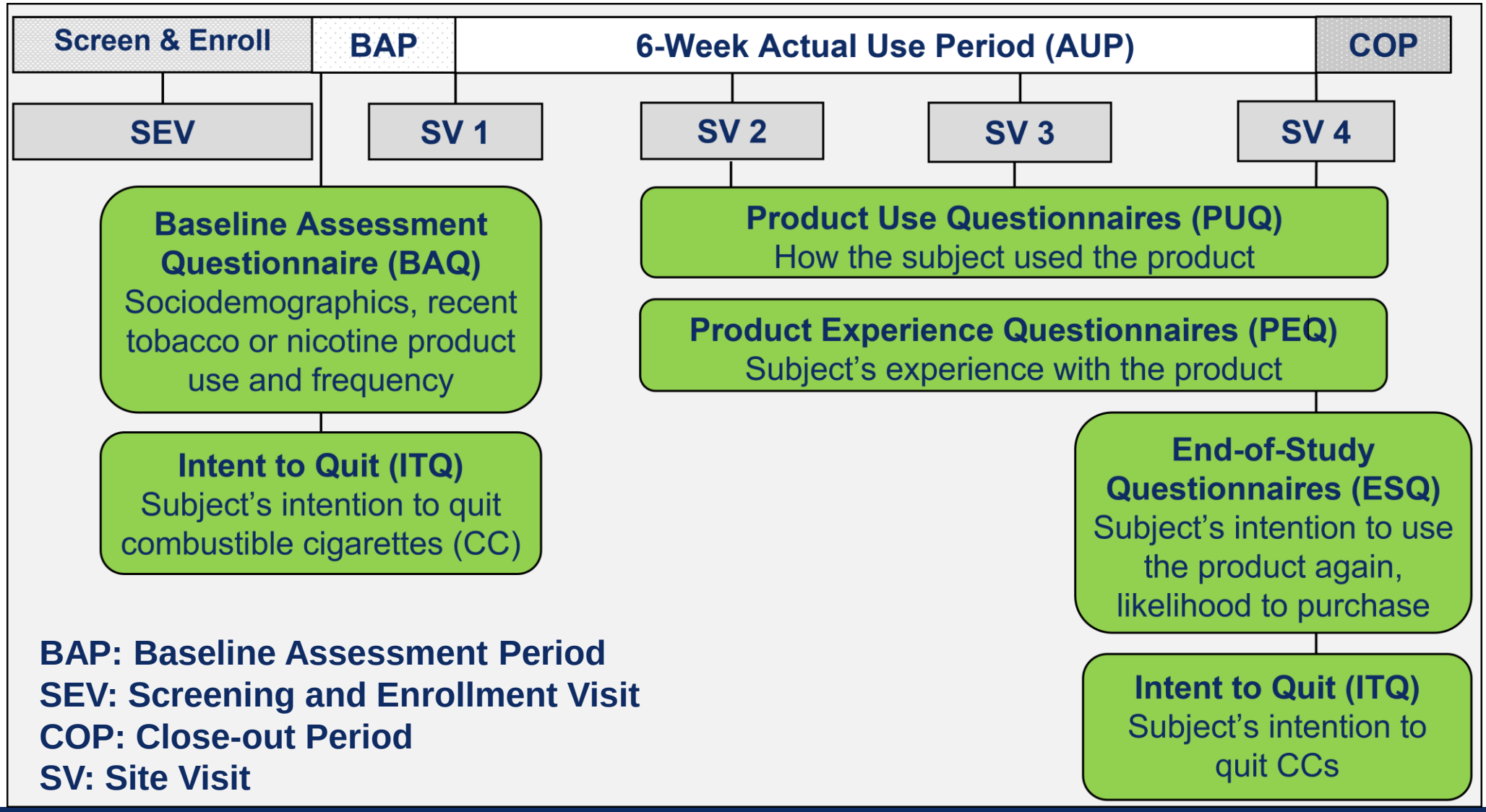


- SIV and RMVs conducted remotely
- IP accountability conducted remotely through photos and video

Materials and Methods

Informed Consent Form (eICF)	Collected verbally at phone screening and electronically signed at Screening and Enrollment Visit (SEV)
eDiary	For collection of tobacco or nicotine-containing product use at home.
Electronic Data Capture (EDC)	For collection of interviewer-facilitated questionnaires and IP dispensation information.

Interviewer-Facilitated Data Collection



BAP: Baseline Assessment Period
SEV: Screening and Enrollment Visit
COP: Close-out Period
SV: Site Visit

Lessons Learned

Lessons Learned

1. Demographic soft-targets
2. Attrition rates
3. IP management
4. COVID procedures and accommodations
5. eDiary completion rates

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Acknowledgments:

- Cerner Enviza
- Schlesinger Group
- Krishna Prasad
- Bobbette Jones

Questions?

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